

Annual Report 2010-2011

Submitted by the
Costa Mesa Conference & Visitor Bureau



May 6, 2011

City of Costa Mesa
77 Fair Drive
Costa Mesa, CA 92628-1200

Dear Council Members:

In accordance with the provisions of the Business Improvement Area (BIA) the Costa Mesa Conference and Visitor Bureau (Bureau) submits the Annual Report for your review and approval.

The Costa Mesa Conference and Visitor Bureau increases awareness of Costa Mesa as a visitor destination with the goal of contributing to the economic growth of the city by increasing hotel occupancy; travel related spending, and bed tax revenues.

The Board of Directors recommends that the entire city continue to be included in the benefit zone. If additional properties wish to participate, they are invited to attend meetings, be in good standing with the City of Costa Mesa and meet certain AAA-quality standards.

An annual two percent (2%) assessment is levied on each of the ten hotels included in the city's Business Improvement Area. As of November 1, 2010, this assessment was increased to three percent (3%) and is based on the sale of overnight room stays, and shall be transmitted to the City pursuant to the Professional Services Agreement entered into by and between the City of Costa Mesa and the Bureau. The Board of Directors strongly recommends that the 3% assessment continue to be used to fund tourism marketing.

The Bureau includes three full-time employees managing the day-to-day operations. The Board of Directors includes ten general managers; Tom Hatch, Assistant City Manager (2010), currently serving as City Manager; and Council Member Gary Monahan (2010), currently serving as Mayor. The Bureau's marketing program includes:

Online Marketing/Sales

TravelCostaMesa.com focuses on marketing through display advertising, paid search campaigns, search engine optimization, email marketing and social networking. Print ads were limited and included advertising in California's Visitor Guide and Meeting Professionals International.

Sponsorships/Community Relations

The Bureau has donated funds to the following organizations:

The Ronald McDonald House of Orange County 2010:	\$8,000
OC Marathon 2011:	\$10,000
Classic Jazz Festival 2011:	\$10,000
Costa Mesa Community Run 2011:	\$2,500
Allan Roeder's Retirement Celebration 2011:	\$1,250
Orange County Tourism Council 2011:	\$600
Newport Mesa Soccer Tournament 2011:	\$500

Public Relations

The Bureau continues to use Dan Pittman as a third-party media liaison. His job is to bring more awareness to events and hotel partners in Costa Mesa as a travel destination. He has been advised to focus on mostly regional, with some national and international outreach via print and broadcast media.

Hotel Marketing

Each of the ten participating hotels is allocated \$50 per room per fiscal year to market their hotel in an effort to increase room night production. The Bureau's logo must be used on the promotional items or advertisements in order for the hotels to receive these funds and promote additional room night sales.

Marketing Materials

The Bureau has initiated an eco-friendly environment where Costa Mesa Visitor Guides are now sent via email, and the calendar of events is updated monthly on our dedicated site. However, we will continue to have hard copies of the Visitor Guides for the convenience of those who do not have computers or for those who prefer to receive it by mail. The Bureau will continue to have the Visitor Guides distributed to markets such as the welcome center in San Francisco and John Wayne Airport. Lastly, the Bureau will continue to distribute maps of Costa Mesa with points of attraction on an as-needed basis to groups at our partnering hotels. The Bureau will continue to partner with South Coast Plaza in creating gift bags as well as purchase various promotional items to distribute at tradeshow, city events or to special visitors or partners.

Financial Summary July 2010 to June 2011

Revenues	Actual 2010/2011	Projected 2011/2012
July 2010	\$94,432.74	\$120,000
August	\$99,048.38	\$119,000
September	\$120,817.67	\$125,252
October	\$116,136.98	\$123,333
*November	\$0.00	\$108,600
December	\$193,740.05 (covers two months)	\$98,333
January 2011	\$71,925.58	\$84,000
February	\$181,453.39	\$98,000
March	\$140,785.73	\$144,000
April	\$143,633.91	\$146,000
May	*not received	\$138,000
June	*not received	\$128,500
TOTAL:	\$1,161,974.43	\$1,433,018

*Business Improvement Assessment increased from 2% to 3% effective November 1, 2010.

Expense Projections Fiscal Year 2011/2012

Total Marketing Expense	\$671,700
Online Marketing/Display Ads/Eblasts Hotel Marketing Fund/Familiarization Tours/Promotions/Print Advertising Sponsorships/Community /Video Production PR & Consultant Retainer/Tradeshows/Brochures	
Employee Expenses	\$301,137
Salaries/Payroll Taxes/Workers Comp Employee Benefits/ (cost of service only, no health insurance, 401K individual contribution only, flexible spending accounts) Payroll Services/Incentives/Meetings & Conferences	
Hotel Marketing Fund	\$348,000
\$150 per hotel room for the ten participating hotels	
Total Administrative Expenses	\$98,900
City Collection/Accounting Audit/Mileage/Bank Charges/Dues & Subscriptions/Insurance/Office Supplies/Rent/Parking/Postage/Telephone/Travel	
TOTAL EXPENSES:	\$1,419,737

Increase of Expenses Utilizing Additional BIA Funds for 2011/2012 Fiscal Year

Line Item Expense	Dollar Amount of Increase	Variance Explanation
Rent	\$35,079	Prior Santa Ana office where Segerstrom provided complimentary rent. Office relocated to Metro Center in Costa Mesa.
Salaries	\$13,124	Last fiscal year Bureau had two part time associates and one full time associate. Current structure is three full time associates. Current associates receive no benefits (i.e. no medical or retirement)
Hotel Marketing Funds	\$232,000	Each hotel will receive \$150 per room for marketing.
Community/Sponsorships	\$130,100	The Bureau plans to invest money into events that drive room nights to the 10 participating hotels.
Promotions	\$128,100	Launching new hotel packages as Dine N Dine promotion ended as well Mutual Advantage trade out program.
Total Amount of Increased Expenses \$538,403		

Contingency Fund: \$350,000

This fund is set aside for natural disasters or unforeseen emergencies. This reserve would enable the Bureau to operate while the Board of Directors reassesses the budget and creates contingency plans.

The Board of Directors supports the Bureau and looks forward to promoting the city of Costa Mesa through branding and marketing efforts. We appreciate the opportunity provided by the Costa Mesa City Council for the continued support of the Bureau.

Sincerely,

Mike Hall, General Manager, The Westin South Coast Plaza
Chairman, Costa Mesa Conference and Visitor Bureau

cc: Board of Director



2010/2011 Report Provided by Paulette Lombardi-Fries, President

Vision Statement

The Costa Mesa Conference and Visitor Bureau is the engaged destination-marketing leader by supporting and selling the city's distinct visitor brand experiences and advocating community tourism benefits.

Mission Statement

The Costa Mesa Conference and Visitor Bureau enhances and promotes the destination brand experience further increasing visitor spending for industry and community economic viability, sustainability and quality of life.

2010 Orange County Recap and 2011 Trends

Orange County continues to be an alluring tourist destination because of its many attractions, 40-plus miles of beautiful coastline, and temperate, sunny climate. Estimates of visitors to the county for 2010 are 43 million, compared to 42.7 million people in 2009. PKF Consulting reported that the overall Orange County lodging market's occupancy finished at 68.5% in 2010, a 7.8% increase in occupied room nights over 2009. The increase in demand for hotel rooms can be attributed to increasing demand and the lowering of room rates to drive occupancy. Average daily rate decreased by 1.9% in 2010 to \$113.35. For 2011, PKF forecasts Orange County occupied rooms to increase by 2.6%, translating to market occupancy of 70.2%. Average daily rate is forecasted to show growth of 4.8%, after two consecutive years of decline. Overall, revenue per available room is forecasted to continue increasing, with growth at 7.4% to \$83.41.

PKF forecasts a 2.5% increase for Costa Mesa in occupied rooms, and a 5% increase in average daily rate. They estimate revenue per available room to increase by 7.6% in 2011 to \$85.69.

What can we expect from the leisure traveler in 2011? According to TripAdvisor, Americans seem eager to pack their bags in 2011. Of the 3,000 U.S. travelers surveyed, 36% plan to spend more on leisure travel and 90% plan on taking two or more leisure trips, which is one percent higher than last year. Ypartnership's 2011 outlook indicates

55% of all U.S. adults are planning at least one overnight leisure trip within the first half of the year, up from 53% last year. Eight out of ten leisure travelers will take a trip with a spouse or another adult, as this segment will continue to represent the highest level of travel. Family travel will continue to grow and multigenerational trips will also become popular, as three out of ten grandparents have taken their grandchildren on vacations with them.

Randall Travel Marketing notes, “value” as one of the primary needs sought by the leisure traveler. The leisure traveler has less money for meals and shopping and they are more resourceful. The impact of social media is growing and this segment of consumers trusts each other more than direct marketers. Reviews and user-generated online content are becoming irreplaceable travel booking tools. There is a growing reliance on user-friendly technology such as websites and mobile applications.

Year At A Glance

Over the past several months, the Bureau has undergone significant change. As of September 2010, the office relocated to Costa Mesa and is now at 575 Anton Boulevard in the Metro Center at South Coast. The current structure is three full-time associates including a president, eMedia manager and coordinator proactively focused on increasing transient weekend business for the Bureau’s ten partnering hotels.

The Bureau’s President, Paulette Lombardi-Fries, has 16 years of hospitality experience in Orange County as a general manager and director of sales and marketing of a variety of hotels. She was hired at the end of August 2010. Lisa Janulewicz, the Bureau’s Coordinator, has 10 years of experience in accounting and sales management within the hospitality industry and was hired in November 2010. Kim Glen, the eMedia Manager, has 11 years of marketing experience, four years of that time specializing in interactive marketing and ecommerce, and was hired in February 2011.

As of mid January, the Bureau has taken on all accounting duties in house. An outside accounting firm will review our financial records on a quarterly basis. This change will reduce our monthly accounting costs, increase overall efficiencies and improve adherence to GAAP (generally accepted accounting principles). Tracking of the advertising barter trade-out program with the Bureau’s previous vendor, Mutual Advantage, has been streamlined to include documentation of confirmation and certificate numbers via an Excel spreadsheet, thus minimizing the potential for duplicate redemptions.

The California Travel and Tourism Commission launched the first-ever California Restaurant Month in January 2011. This was the first time the Bureau created and launched a month-long program aimed at showcasing the culinary diversity within the city. The Bureau created a dedicated URL for this program, along with the content and advertising efforts on behalf of 16 restaurants. This program gained online exposure from the Orange County Register, Visit California, Travel Age West, Northern California

Meetings and Events, iStopOver Magazine, OC Weekly, OC Menus, 365 Things to Do In Costa Mesa, and the weekly Chamber eNewsletter.

Public relations and brand marketing reports from the past fiscal year recaps the Bureau's efforts. Dan Pittman represented the public relations arm of the Bureau. Familiarization (FAM) trips for travel writers representing our feeder markets of Palm Springs, San Diego and Los Angeles were conducted. The Bureau also hosted writers for the Barrett-Jackson, Japan OC and the opening of Peter Pan at the Segerstrom Center of the Arts.

Online Marketing Activities

Hyperdisk Marketing was used for all online marketing activities for the Bureau in FY 2009/2010, including display advertising, paid search, website management and email marketing. Hyperdisk has been the manager of these services for the Bureau since 2005. As of April of 2011, the Board decided to move from one agency managing all website processes to a more stratified approach.

As we move into the next fiscal year, we will be segmenting our online marketing strategy to use vendors that specialize in specific persuasions (i.e., email marketing, paid search, etc.) rather than one vendor to accomplish all these goals. By doing this, we hope to not only optimize all areas of our online marketing efforts, but also to encourage the most competitive pricing and service from all of our vendors.

Web Site Updates

In March 2011, we gave the TravelCostaMesa.com header an updated look to improve site navigation and efficiency. Revisions and updates were made to the major heading pages to rotate in new images of local restaurants and the hotels. We added a Twitter feed to our home page to keep visitors engaged with up-to-the minute content and the opportunity to engage further via our social media outlets. Screen shots are enclosed.

Traffic was up 22% year over year on www.TravelCostaMesa.com. A full detailed report of traffic, site visits, top pages and more from Google Analytics is enclosed.

In April of 2011, we contracted with TYS Creative, Inc. to design the new TravelCostaMesa.com website, to be completed in the fall of FY 2011. This new site will be much more modern, functional and interactive, allowing visitors to find the information they need more quickly and adding user-generated content such as reviews, videos and comments.

PPC Campaigns

The Bureau has participated in paid search campaigns on Google, Yahoo and Bing for several years. In February, we completed a review process of our paid search campaigns and found significant potential for improvement. Due to the transitional

nature of our website, we decided to pause the paid search efforts until our summer promotions launch and will build a new, better optimized paid search program to support marketing efforts for the new TravelCostaMesa.com website.

Search Engine Optimization

Pages were reviewed and optimized by the Bureau's marketing agency for Orange County and Costa Mesa hotel, travel and destination searches. The content is updated to ensure keyword density and searches are done on a regular basis to determine search volume on target keywords, and modify content as necessary.

The Bureau intends to contract with an online search engine optimization tool so that we can ensure that our search engine optimization activities are up to par with current Web 2.0 trends. This will also allow us to manage the process in house.

Additionally, in FY 2011 the Bureau will be adding bloggers on various Costa Mesa topics to help create content on the website that is fresh and relevant. Our plan for FY 2011/2012 is to increase the number of contract bloggers to ensure we have coverage in all areas: dining, shopping/fashion, the arts and travel. We aim to have one new blog per week. With our new website including a content management system, we will be more nimble and dynamic in terms of site updates and refreshed content.

Email Marketing

The Bureau's email database contains approximately 25,000 names, to which we have sent emails bimonthly. The Bureau has contracted with ExactTarget, an email service provider, which will allow us to send out emails to our users more frequently. In FY 2011 we aim to send at least one email per month to our subscribers, and additionally increase our email database by more aggressively marketing promotions and offers at Costa Mesa hotels and restaurants.

Social Media

We increased our followers on Facebook by 29% year over year, and increased our Twitter followers by 42% year over year. We also added a Foursquare account to our social media engagement, to be able to share location-based networking with our followers. Our plan in FY 2011 is to use this for interactive contests and giveaways. Reports on our Facebook and Twitter year-over-year performance are enclosed.

Strategic Goals for FY 2011/2012

The strategy of the Bureau has been and will continue to be highlighting our city as a preferred destination in Southern California for leisure travelers. The Bureau will focus on weekend, summertime, and holiday promotions to increase transient occupancy. Creative packages, which include retail, restaurants, OC Fair and Event Center, and the arts, will be marketed. Sponsorship opportunities will continue with formal

presentations made to the board members. The Board will vote upon all sponsorships and advertising opportunities.

The following objectives define the Bureau's goal of promoting our city as a preferred destination through the promotion and partnership alliances that make Costa Mesa unique to Southern California.

Primary Target Markets

The Bureau will ensure we are reaching our target markets with all marketing dollars spent. We will focus on markets that include but are not limited to Los Angeles, San Fernando Valley, San Diego, Palm Springs, Riverside, Northern California and Phoenix. Within these markets, the Bureau will further define our audience to whom the intended package is for. The Bureau will research other markets such as Canada where WestJet airlines will offer nonstop service from Vancouver and Calgary to John Wayne Airport.

Objectives

1. Promote Costa Mesa by creating six partnership alliances, which include the OC Fair and Event Center, retail, performing arts, culinary tourism, business community, and schools.

Details: Develop committees for each; assign one GM, two Bureau team members, and one lead member of each discipline to direct the committee. This committee will mutually support and leverage relationships among our industry partners to create profitable business opportunities. We will meet six times this year to develop cohesive plans and actions to gain exposure for each alliance. Each discipline will determine the purpose and strategy of their committees keeping in mind the overall goal of bringing more business to Costa Mesa.

2. Create and launch new website with increased user functionality and new content management system.

Details: Current website is 6 years old. Current system does not allow employees to make many changes and gives little flexibility to creativity. The Bureau solicited four companies for RFPs. Next steps include gathering general manager's responses to website questionnaire. Based on findings we will launch new site in the fall of 2011. During this creativity period, we will consider changing our tag line that is currently, "the best of Southern California."

3. Grow our email database from approximately 9,000 to 15,000 by fiscal year end. Increase Facebook followers from 1,000 to 1,500 by fiscal year end. Increase Twitter followers from 3,100 to 4,000 by fiscal year end.

Details: Offer at least two sweepstakes/giveaways by the end of the year. Add “forward to a friend” option on emails. Work with the “alliance segments” noted above in objective number two and entice followers through special offers called, *made just for you*.

4. Create Costa Mesa video promoting our 10 participating hotels and amenities in our city. This video will be on travelcostamesa.com and will also be shown in all guest rooms.

Details: Video for TravelCostaMesa.com will be launched simultaneously with the creation of the new website. Videos will be approximately three minutes in length and will engage visitors and create awareness of Costa Mesa as a preferred destination in Southern California.

5. Increase weekend and holiday transient occupancy to our 10 participating hotels by 1,000 room nights.

Style Weekend Package

- 2-night stay required
- \$100 gift certificate to South Coast Plaza
- 20% off all treatments at Nordstrom Spa at South Coast Plaza
- VIP Access to South Coast Plaza
- 20% off dinner at select restaurants in Costa Mesa (Coupon PDF print or on smartphone)

Family Fun Package in Southern California

- 2-night stay required
- 20% off dinner at select restaurants
- 20% discount on tickets to Newport Beach Fun Tours
- Welcome gift (up to two) for children 12 years of age and under
- \$25 gift card (Bureau to purchase for gift bags)

Details: Bring interested parties to our dedicated site. Click on hotel choice, which takes the guest to the hotel’s dedicated promo page. Guest emails the Bureau their confirmation number, our database grows with the addition of each guests’ email, and they are sent the advertised special to present to vendors. Welcome gifts to be delivered to the hotels (Family Fun Package only).

Marketing/Media Buys to include but not limited to: Trip Advisor, Visit California, Gay Travel, all hotel partners websites, Facebook, Twitter

Public Relations Report

Submitted by Dan Pittman, Pittman & Associates, Inc.

Public relations activities for the Bureau this fiscal year heralded the arrival of the Barrett-Jackson® Collector Car auction to the OC Fair and Event Center and the JapanOC cultural festival, as well as the return of the Orange County Classic Jazz Festival. Costa Mesa restaurants participated in the first-annual California Restaurant Month, as well.

Tactics to gain widespread media exposure for Costa Mesa included building upon strategic relationships, such as with the California Tourism and Travel Commission and the Travel Industry Association of America. Relationships with longtime press contacts in the travel, business and meetings media were strengthened and new relationships were forged.

Again this year, publicity efforts extended the reach of advertising by obtaining earned media coverage for Costa Mesa. Activities included writing and distributing news releases; making on-going and routine contact with the travel/leisure and business meeting media; conducting media relations and familiarization trips for Barrett-Jackson and JapanOC, and arranging for individual stays for travel writers. We also worked with sales representatives of paid media to secure editorial placement accompanying ads.

Through public relations, Costa Mesa was introduced to thousands more first-time visitors and many more former visitors were welcomed back through an effective media relations program worth approximately \$500,000 in publicity coverage value and reaching more than 6,000,000 TV viewers, plus newspaper, magazine and online readers.

Highlights included exposure in the Daily Pilot, Arizona Republic, Los Angeles Times, North County Times, Orange County Business Journal, Orange County Register, OC Metro, OC Weekly, Palm Springs Desert Sun, canoe.com, and Palm Springs Life, among others.

Broadcast exposure for Costa Mesa came through live radio shows heard around the world, including live broadcasts at the auto auction featuring Rudy Maxa, one of America's premier consumer travel experts, as well as broadcasts on KFWB Los Angeles, Military Travel Radio, American Forces Radio, and on the SPEED television channel.



2009-2010
Fiscal Year
Audit



May 4, 2011

Mayer Hoffman McCann, P.C.
2301 Dupont Drive Suite 200
Irvine, California 92612

We are providing this letter in connection with your audit of the cash basis financial statements of the Costa Mesa Conference and Visitor Bureau ("Bureau") as of June 30, 2010 and the related statements of income for the period then ended for the purpose of expressing an opinion as to whether the financial statements present fairly, in all material respects, the financial position and changes in equity of the Bureau in conformity with U.S. generally accepted accounting principles. We confirm that we are responsible for the fair presentation in the financial statements of financial position, changes in net assets, and cash flows in conformity with generally accepted accounting principles. We are also responsible for adopting sound accounting policies, establishing and maintaining effective internal control over financial reporting, and preventing and detecting fraud.

We confirm, to the best of our knowledge and belief, as of May 4, 2011, the following representations made to you during your audit.

- a. The financial statements referred to above are fairly presented in conformity with U.S. generally accepted accounting principles and include all assets and liabilities under the Organization's control.
- b. We have made available to you all—
 - a) Financial records and related data.
 - b) Minutes of the meetings of Board of Directors or summaries of actions of recent meetings for which minutes have not yet been prepared.
- c. There have been no communications from regulatory agencies concerning noncompliance with, or deficiencies in, financial reporting practices.
- d. There are no material transactions that have not been properly recorded in the accounting records underlying the financial statements.
- e. We acknowledge our responsibility for the design and implementation of programs and controls to prevent and detect fraud.
- f. We have no knowledge of any fraud or suspected fraud affecting the Organization involving—
 - a) Management,



- b) Employees who have significant roles in internal control, or
- c) Others where the fraud could have a material effect on the financial statements.
- g. We have no knowledge of any allegations of fraud or suspected fraud affecting the Organization received in communications from employees, former employees, grantors, regulators, or others.
- h. The Organization has no plans or intentions that may materially affect the carrying value or classification of assets, liabilities, or net asset balances.
- i. The following, if any, have been properly recorded or disclosed in the financial statements:
 - a) Related party transactions, including revenues, expenses, loans, transfers, leasing arrangements, and guarantees, and amounts receivable from or payable to related parties.
 - b) Guarantees, whether written or oral, under which the Organization is contingently liable.
 - c) All accounting estimates that could be material to the financial statements, including the key factors and significant assumptions underlying those estimates, and we believe the estimates are reasonable in the circumstances.
- j. There are no estimates that may be subject to a material change in the near term that have not been properly disclosed in the financial statements. We understand that *near term* means the period within one year of the date of the financial statements. In addition, we have no knowledge of concentrations existing at the date of the financial statements that make the organization vulnerable to the risk of severe impact that have not been properly disclosed in the financial statements.
- k. We are responsible for compliance with the laws, regulations, and provisions of contracts and grant agreements applicable to us; and we have identified and disclosed to you all laws, regulations and provisions of contracts and grant agreements that we believe have a direct and material effect on the determination of financial statement amounts or other financial data significant to the audit objectives.
- l. The Bureau is an exempt organization under Section 501(c)(3) of the Internal Revenue Code. Any activities of which we are aware that would jeopardize the Organization's tax-exempt status, and all activities subject to tax on unrelated business income or excise or other tax, have been disclosed to you. All required filings with tax authorities are up-to-date.
- m. There are no—
 - a) Violations or possible violations of laws and regulations and provisions of contracts and grant agreements whose effects should be considered for disclosure in the



- financial statements, as a basis for recording a loss contingency, or for reporting on noncompliance.
- b) Unasserted claims or assessments that our lawyer has advised us are probable of assertion and must be disclosed in accordance with *Statement of Financial Accounting Standards No. 5, Accounting for Contingencies*.
 - c) Other liabilities or gain or loss contingencies that are required to be accrued or disclosed by *Statement of Financial Accounting Standards No. 5*.
 - d) Designations of net assets disclosed to you that were not properly authorized and approved, or reclassifications of net assets that have not been properly reflected in the financial statements.
- n. The Organization has satisfactory title to all owned assets, and there are no liens or encumbrances on such assets nor has any asset been pledged.
- o. We have complied with all restrictions on resources (including donor restrictions) and all aspects of contractual and grant agreements that would have a material effect on the financial statements in the event of noncompliance. This includes complying with donor requirements to maintain a specific asset composition necessary to satisfy their restrictions.

No events have occurred subsequent to the statement of financial position date and through the date of this letter that would require adjustment to, or disclosure in, the financial statements.

Signed:

Louette Antaldi-Turner

Title: *President*

5/4/2011

Lisa [Signature]
Coordinator

5/4/2011



Mayer Hoffman McCann P.C.

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Board of Directors

Costa Mesa Conference and Visitor Bureau

Costa Mesa, California

In planning and performing our audit of the financial statements of the Costa Mesa Conference and Visitor Bureau ("Bureau") as of and for the year ended June 30, 2010, in accordance with auditing standards generally accepted in the United States of America, we considered the Bureau's internal control over financial reporting (internal control) as a basis for designing our auditing procedures for the purpose of expressing our opinions on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Bureau's internal control. Accordingly, we do not express an opinion on the effectiveness of the Bureau's internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be deficiencies, significant deficiencies or material weaknesses and therefore there can be no assurance that all such deficiencies have been identified.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct misstatements on a timely basis. A material weakness is a deficiency, or combination of deficiencies in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis. We did not identify any deficiencies in internal control that we consider to be material weaknesses.

A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance. The following matters conform to this definition:

(1) Enhancing Internal Controls over Cash Disbursements

The Bureau is a relatively small organization with a limited number of employees. As a result, it may not be feasible to segregate certain duties. However, additional procedures can often be implemented to help compensate for a limited number of employees. We noted an area in the cash disbursement process where additional procedures could be performed to improve controls over existing procedures.

The individual responsible for reconciling the bank accounts also has access to the inventory of blank checks, is responsible for check preparation, and is responsible for maintaining the accounting system of the Bureau. Accordingly, unauthorized cash disbursements initiated by this individual could potentially be concealed by the bank reconciliation process.

Recommendation

Since the person performing the bank reconciliation is also the individual responsible for check preparation, another individual (such as the President) could review the cancelled

checks for authorized signature to ensure that all checks prepared by this individual were signed by authorized officials of the Bureau.

This could be accomplished by having the President receive the unopened bank statement (or by examining the cancelled check images on line) and review the copies of the cancelled checks that were attached to that month's bank statement to ensure that all checks processed by the bank for payment were signed by authorized check signers. The bank statement should also be examined for any unauthorized bank transfers. This review should be documented by initialing the bank statement.

(2) Documenting Board Approval of Monthly Transactions

Part of the control process of the Bureau is the Board's monthly review and approval of each month's profit and loss statement. This procedure enhances controls over the cash disbursement and payroll processes. During our review of the Board's minutes it was noted that this review and approval is not documented in the minutes.

Recommendation

We recommend that the Bureau consider documenting that the Board has reviewed and approved the previous month's transactions by having this be included in the monthly minutes.

(3) Board Approval of Annual Budget

In accordance with the Board oversight responsibilities, approving the annual budget is an important control that rests with the Board. We did not see in the minutes that the Board had approved the annual budget.

Recommendation

We recommend that the Bureau consider documenting in the Board minutes its review and approval of the Annual Budget.

* * * * *

This communication is intended solely for the information and use of the management, those charged with governance, others within the organization, and agencies that provided federal financial assistance to the organization and is not intended to be and should not be used by anyone other than these specified parties.

Mayor Ito Hiroson MC Cism R. C.



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Board of Directors
Costa Mesa Conference and Visitor Bureau

We have audited the financial statements of the Costa Mesa Conference and Visitor Bureau (the Bureau) for the year ended June 30, 2010, and have issued our report thereon dated May 4, 2011. Professional standards require that we provide you with the following information related to our audit.

Our Responsibility under U.S. Generally Accepted Auditing Standards

As stated in our engagement letter dated April 6, 2008, our responsibility, as described by professional standards, is to express an opinion about whether the financial statements prepared by management with your oversight are fairly presented, in all material respects, in conformity with the cash basis of accounting, which is a comprehensive basis of accounting other than accounting principles generally accepted in the United States of America. Our audit of the financial statements does not relieve you or management of your responsibilities.

Scope and Timing of the Audit

Audit field work was substantially completed in April 2011. The most significant audit risk addressed by our audit approach (in addition to the standard auditing procedures required for the audit process) included the classification of expenses.

Qualitative Aspects of Accounting Practices

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by the Bureau are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies has not significantly changed from the prior year. We noted no transactions entered into by the Organization during the year for which there is a lack of authoritative guidance or consensus. The financial statements were prepared on the cash basis, which is a comprehensive basis of accounting other than accounting principles generally accepted in the United States of America.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. There were no significant accounting estimates or disclosures that were particularly sensitive to the affected financial statements.

Significant Difficulties Encountered in Performing the Audit

We encountered no difficulties in performing the audit.

Corrected and Uncorrected Misstatements

We proposed no corrections to the financial statements that could, in our judgment, either individually or in the aggregate, have a significant effect on the Bureau's financial statements. Furthermore, management has represented to us that they believe that uncorrected financial statement misstatements, if any, are immaterial to the financial statements taken as a whole.

Disagreements with Management

For purposes of this letter, professional standards define a disagreement with management as a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

Management Representations

We obtained certain representations from management that are included in the management representation letter dated May 4, 2011.

Management Consultations with Other Independent Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Organization's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Other Audit Findings or Issues

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Organization's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

This information is intended solely for the use of the Board of Directors and management of the Costa Mesa Conference and Visitor Bureau and is not intended to be and should not be used by anyone other than these specified parties.

Margaret Hoffman Melton, P.C.

Irvine, California
May 4, 2011

COSTA MESA CONFERENCE AND VISITOR BUREAU

Financial Statements
(Cash Basis)

Years ended June 30, 2010 and 2009
(With Independent Auditors' Report Thereon)

COSTA MESA CONFERENCE AND VISITOR BUREAU

Financial Statements (Cash Basis)

Years ended June 30, 2010 and 2009

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Mayer Hoffman McCann P.C.

An Independent CPA Firm

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Irvine, California 92612
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Board of Directors
Costa Mesa Conference and Visitor Bureau
Costa Mesa, California

INDEPENDENT AUDITORS' REPORT

We have audited the cash basis financial statements of the Costa Mesa Conference and Visitor Bureau (a nonprofit organization) listed in the accompanying table of contents as of and for the years ended June 30, 2010 and 2009. These cash basis financial statements are the responsibility of the management of the Costa Mesa Conference and Visitor Bureau. Our responsibility is to express an opinion on these cash basis financial statements based on our audits

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the cash basis financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the cash basis financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

As described in Note 1, these cash basis financial statements were prepared on the basis of cash receipts and disbursements, which is a comprehensive basis of accounting other than accounting principles generally accepted in the United States of America.

In our opinion, the cash basis financial statements referred to above present fairly, in all material respects, the assets and liabilities arising from cash transactions of the Costa Mesa Conference and Visitor Bureau as of June 30, 2010 and 2009, and its revenues collected and expenses paid during the years then ended, on the basis of accounting described in Note 1.

Mayer Hoffman McCann P.C.

Irvine, California
May 4, 2011

COSTA MESA CONFERENCE AND VISITOR BUREAU

Balance Sheets (Cash Basis)

June 30, 2010 and 2009

<u>Assets</u>	<u>2010</u>	<u>2009</u>
Cash (note 2)	<u>\$ 333,373</u>	<u>235,379</u>
Total assets	<u><u>\$ 333,373</u></u>	<u><u>235,379</u></u>
 <u>Equity</u>		
Equity (cash basis)	<u>\$ 333,373</u>	<u>235,379</u>
Total equity (cash basis)	<u><u>\$ 333,373</u></u>	<u><u>235,379</u></u>

See accompanying notes to financial statements.

COSTA MESA CONFERENCE AND VISITOR BUREAU

Income Statements (Cash Basis)

Years ended June 30, 2010 and 2009

	<u>2010</u>	<u>2009</u>
Revenues received:		
Business Improvement Area tax revenue (note 1)	\$ 1,149,347	1,346,729
Special Promotion income	3,335	19,304
Interest income	2,611	1,496
Other income	<u>12,118</u>	<u>-</u>
Total revenues received	<u>1,167,411</u>	<u>1,367,529</u>
Expenses paid:		
Administrative, general and other	141,044	183,509
Salaries	201,518	201,039
Benefits	29,082	19,739
Hotel and special promotions (note 3)	225,942	270,597
Marketing (note 4)	<u>471,831</u>	<u>735,740</u>
Total expenses	<u>1,069,417</u>	<u>1,410,624</u>
Increase (decrease) in cash balances	97,994	(43,095)
Increase (decrease) in net assets	97,994	(43,095)
Cash balances at beginning of year	<u>235,379</u>	<u>278,474</u>
Cash balances at end of year	<u>\$ 333,373</u>	<u>235,379</u>

See accompanying notes to financial statements.

COSTA MESA CONFERENCE AND VISITOR BUREAU

Notes to Cash Basis Financial Statements

Years ended June 30, 2010 and 2009

(1) Summary of Significant Accounting Policies

(a) Organization and Background

The Costa Mesa Conference and Visitor Bureau (Bureau), a non-profit corporation, was incorporated in 1994 and was formed under the laws of the State of California. The Bureau's mission is to market Costa Mesa as a leisure and group/meeting travel destination, thereby increasing awareness, hotel occupancy, travel spending, and tax revenues, and sustaining and expanding travel/tourism related employment further contributing to the growth of the local economy.

(b) Basis of Accounting

The Bureau utilizes the cash basis of accounting which is a comprehensive basis of accounting other than accounting principles generally accepted in the United States of America. Under this basis, revenue is recognized when collected, rather than when earned, and expenses are recognized when paid, rather than when incurred. Consequently, accounts receivable, accounts payable and accrued liabilities are not included in the accompanying cash basis financial statements. The financial statements also exclude any bartered transactions, if any.

(c) Income Tax Status

The Bureau is a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. Accordingly, the Bureau is exempt from federal and state income taxes.

(d) Business Improvement Area Revenues

On behalf of the City of Costa Mesa, the ten (10) hotels in the business improvement area (BIA) collect a 2% levy on the sale of overnight guest room stays. This 2% levy is transmitted by the hotels to the City of Costa Mesa and is then remitted to the Bureau pursuant to a Professional Services Agreement entered into by and between the City and the Bureau. These ten hotels include the Costa Mesa Marriott, Hilton Costa Mesa, The Holiday Inn Express Hotel & Suites, Holiday Inn, Residence Inn by Marriott, Wyndham Hotel, Ayres Hotel & Suites, The Westin South Coast Plaza, the Ramada Limited Suites, and the Best Western Newport Mesa.

(e) Use of BIA Revenues

State law provides that assessments are to be used for the purposes specified in the authorizing resolution that established the assessment. The City of Costa Mesa's resolution establishing the Bureau's assessment references the uses specified in the Bureau's annual plan.

COSTA MESA CONFERENCE AND VISITOR BUREAU

Notes to Cash Basis Financial Statements

(Continued)

(2) Cash

Cash consists of the following as of June 30, 2010 and 2009:

	<u>2010</u>	<u>2009</u>
Demand deposits	<u>\$333,373</u>	<u>235,379</u>
Total	<u>\$333,373</u>	<u>235,379</u>

Total bank balances carried with American Security Bank at June 30, 2010 was \$108,984.
Total bank balances carried with Beach Business Bank at June 30, 2010 was \$214,345.
Total bank balances carried with National Bank at June 30, 2010 was \$10,044.

(3) Hotel and Special Promotions Expenses

Each of the ten (10) hotels in the BIA is allocated \$100 per room for specific marketing purposes. Marketing Expense allocations are done quarterly and are based on approximately 2,000 rooms at \$100 per room. All advertising must include the Bureau's logo and must have the objective of increasing the room utilization of the hotel. All vendor invoices are paid initially by the hotels. The hotels then request reimbursement from the Bureau by including the original vendor invoice and a sample of the marketing ad. At June 30, 2010 and 2009, the Bureau paid \$192,218 and \$184,320, respectively in hotel promotions expense. If the hotels do not use all of what is allocated to them, the funds revert to the Bureau.

This advertising is hotel specific, rather than for the Costa Mesa area in general. The only reference to the Bureau is by use of the Bureau's logo in the advertisement/marketing collateral and the message must include a copy that promotes "putting a body in a bed". This program essentially reimburses the ten hotels for advertising expenses that promote that specific hotel (special rates on room pricing, hotel amenities, etc.). It is the opinion of the Bureau that reimbursing the hotels for advertising costs provides a public benefit to the City of Costa Mesa by promoting tourism, increasing retail sales, etc.

COSTA MESA CONFERENCE AND VISITOR BUREAU

Notes to Cash Basis Financial Statements

(Continued)

(4) Marketing Expenses

The Bureau incurs marketing expenses by producing brochures, calendars, and advertisements through various media outlets including newspapers, periodicals, radio advertisements, and broadcasts, distributing promotional items, attending various trade shows, maintaining a website, and maintaining an "800 number" which provides information and directly connects callers to hotel reservation departments of the ten hotels within the Bureau. The Bureau also utilizes the services of advertising agencies for creative design and production. These expenses promote tourism for the community of Costa Mesa. Total marketing expense for the years ending June 30, 2010 and 2009 was \$471,831 and \$735,740, respectively.

The largest of the Bureau's marketing expenses was for the media campaign. Media campaign expenses represent payments made to magazines and newspapers to promote tourism in the Costa Mesa area. Total media campaign expense for the years ending June 30, 2010 and 2009 was \$93,091 and \$209,270, respectively.

(5) Commitments and Contingencies

In August 2006, the Bureau agreed to commit \$10,000 per year over four years to the Orange County Classic Jazz Festival Corporation as the sole sponsor of a Summer Jazz Festival. The Bureau agreed to provide its personnel and resources to assist in promoting the festival via print and broadcast media. The agreement is discussed and renewed annually by the Board of the Bureau.



Website Updates, Traffic, and Ads



TWITTER FEED

TravelCostaMesa: RT
@SegerstromArts:
Wanna win a \$100
gift cert to



CITY: Costa Mesa

GUESTS: 1

CHECK-IN: 4/21/2011

CHECK-OUT: 4/22/2011

NEWS, EVENTS & SPECIAL OFFERS



OC Marathon Races Into Costa Mesa May 1, 2011

The Costa Mesa Conference & Visitor Bureau is delighted to be a Crystal Sponsor of the OC Marathon 2011! Hotels will offer special rates for participants and spectators - with rates starting from just \$89! With a beautiful course running through 26.2 miles of OC landmarks, runners will view the pristine beaches of Corona del Mar, the scenic Back Bay Estuary, Segerstrom Center for the Arts, South Coast Plaza and the OC Fair & Event Center. In the last six years, the OC Marathon events collectively have helped generate more than \$2 million for Orange County charities.



Renowned Collector Car Auction Set to Return to Costa Mesa June 24-26, 2011

The Barrett-Jackson Auction Company LLC, host of "The World's Greatest Collector Car Auctions™", will return to the OC Fair & Event Center in Costa Mesa on June 24-26, 2011. According to Barrett-Jackson officials, the inaugural edition of the auction drew more than 58,000 visitors and sold 395 cars for a total of more than \$15 million when it debuted in Costa Mesa this past June.



OC Classic Jazz Fest in Costa Mesa August 4-7

We're excited to welcome the OC Classic Jazz Festival back to Costa Mesa! The festival's line-up includes 18 jazz bands, from zydeco to dance to classic swing. Join us at the 2011 Festival, located at the Hilton Orange County/Costa Mesa - [click here](#) for more details and booking.



Wicked at Segerstrom Center for the Arts - from March 9 to April 3, 2011

The New York Times calls Wicked "Broadway's biggest blockbuster," and when it first played the Center in 2006, it broke box office records and sold out in record time. Winner of 35 major awards, including a Grammy® and three Tony Awards®, Wicked tells the story of the two young girls who grow up in Oz to be the Wicked Witch of the West and Glinda the Good Witch in the Wizard of Oz. To purchase tickets and see show times from Segerstrom Center for the Arts, [click here](#).





THE HOTEL HANFORD

HOTELS

 **travelocity**
HOTEL RESERVATIONS

CITY: Costa Mesa

GUESTS:

CHECK-IN: 4/29/2011

CHECK-OUT: 4/30/2011

OUR HOTELS

Ayres Hotel & Suites
Best Western Newport Mesa
Costa Mesa Marriott
Costa Mesa Residence Inn by Marriott
Hilton Orange County/Costa Mesa

The Hotel Hanford
Holiday Inn Express Hotel & Suites
Ramada Costa Mesa
The Westin South Coast Plaza
Wyndham Hotel/Orange County

 **JOIN E-CLUB**
to receive updates on specials.



Experience a vibrant cosmopolitan Orange County location, one that is incredibly clean, notoriously safe and genuinely friendly. Most Costa Mesa hotels are within walking distance to South Coast Plaza, *The Ultimate Shopping Experience*, as well as performing-arts venues and award-winning restaurants.

Costa Mesa is the Standing Ovation Capital of the OC, with ten first-class and luxury hotels surrounding the Segerstrom Center for the Arts. Experience the destination where locals meet for the ultimate in shopping, dining and world-class entertainment!

Our ten hotels make up one of the finest collections in Orange County. Imagine more than 2,300 guestrooms, more than 101,000 square-feet of meeting space and over 330 days of sunshine. There's more than one reason to stay in Costa Mesa!

Costa Mesa hotels exceed the expectations of today's sophisticated traveler. Inspire your senses at [The Westin South Coast Plaza](#) or relax in the timeless charm of European elegance in our [Ayres Hotel and Suites](#). Extended-stay visitors can stretch out in our [Costa Mesa Residence Inn by Marriott](#). A lakeside ambiance surrounds the luxurious guest suites of the [Costa Mesa Marriott](#) and distinguished [Wyndham Hotel/Orange County](#), located in the heart of our Theater and Arts District. With complimentary high-speed and wireless internet access and a complimentary deluxe continental breakfast, staying at our [Holiday Inn Express Hotel and Suites](#), [Ramada Costa Mesa](#) and [Best Western Newport Mesa](#) may be better than staying at home! Looking for extra-large rooms? With over eighty double queen-bedded rooms, [The Hotel Hanford](#) is the place for you. Or choose from an abundance of first-class services at the [Hilton Orange County/Costa Mesa](#), featuring Hilton's upscale Serenity Collection.

Costa Mesa's ideal location makes it possible for these unique hotels to provide complimentary transportation to and from the John Wayne Airport. Convenient access to the 405 San Diego Freeway, 55 Costa Mesa Freeway and 5 Santa Ana Freeway as well as the 73, 241 and 261 toll roads, puts Costa Mesa on the map for easy-to-get-to destinations. Several of the hotels feature complimentary parking, including motorcoaches. With Long Beach Airport fewer than 25 miles away, and LAX about a 40-mile drive, visitors coming into Southern California can easily find their way to our Costa Mesa hotels.

Unlimited memories await you in Costa Mesa, The Best of Southern California.



DINING & NIGHTLIFE



RESTAURANTS

Costa Mesa offers one of the richest selections of restaurants in Southern California and is renowned for its world-class cuisine.

- American
- Chinese
- French
- Irish
- Mediterranean
- Persian
- Southwestern
- Vietnamese
- California Cuisine
- Cajun
- Greek
- Italian
- Mexican
- Peruvian
- Special Banquet
- Hotel Restaurants
- BBQ
- Continental
- Hawaiian
- Japanese
- Moroccan
- Russian
- Steakhouse
- List All
- British
- Cuban
- Indian
- Korean
- Organic
- Seafood
- Thai

Restaurants : BBQ

[A - F](#) [G - L](#) [M - S](#) [T - Z](#) [ALL](#)

118 Degrees

2981 Bristol Street, Suite B-5 Costa Mesa, CA 92626
Phone: 714.754.0718

[VIEW MAP](#)

Bristol Palms California Bistro Restaurant and Bar

3050 Bristol Street Costa Mesa, CA 92627
Phone: 714.438.4927

[VIEW MAP](#)

Capital Grille

3333 Bristol Street Costa Mesa, CA 92626

[VIEW MAP](#)

Savoy

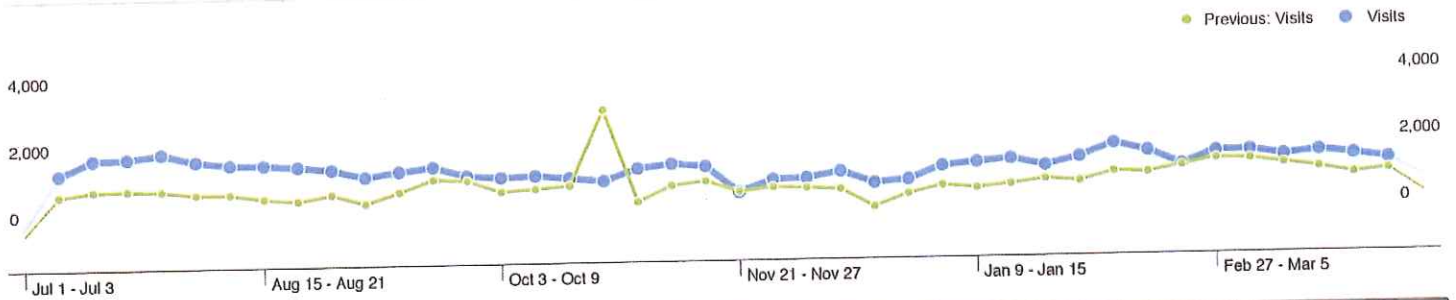
3131 S. Bristol Costa Mesa, CA 92626
Phone: 714.557.3000

[VIEW MAP](#)

Seasons 52

3333 Bristol Street Costa Mesa, CA 92626
Phone: 714.437.5252

[VIEW MAP](#)



Site Usage

77,932 Visits

Previous: 63,847 (22.06%)

210,597 Pageviews

Previous: 168,663 (24.86%)

2.70 Pages/Visit

Previous: 2.64 (2.30%)

53.49% Bounce Rate

Previous: 53.23% (0.49%)

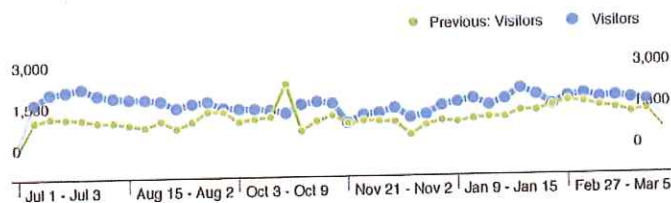
00:02:11 Avg. Time on Site

Previous: 00:01:57 (11.56%)

91.17% % New Visits

Previous: 88.58% (2.92%)

Visitors Overview

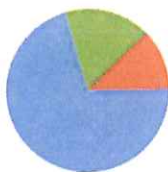


Visitors
71,229

Map Overlay



Traffic Sources Overview



- Search Engines**
55,085.00 (70.68%)
- Referring Sites**
13,598.00 (17.45%)
- Direct Traffic**
9,247.00 (11.87%)
- Other**
2 (> 0.00%)

Goals Overview



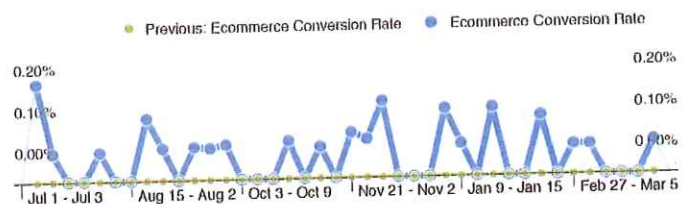
Goal Conversions

3,042

Content Overview

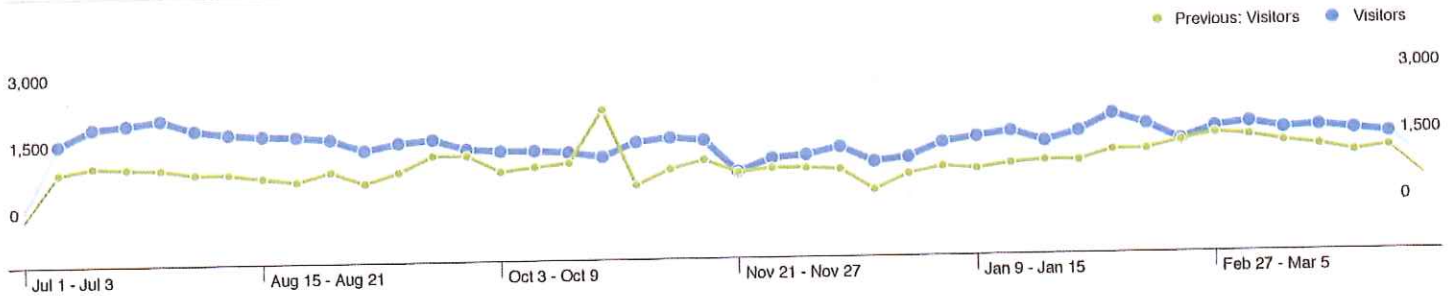
Pages	Pageviews	% Pageviews
/		
Jul 1, 2010 - Apr 15, 2011	22,440	10.66%
Jul 1, 2009 - Apr 15, 2010	25,620	15.19%
% Change	-12.41%	-29.85%
/dining_restaurants_guide.aspx		
Jul 1, 2010 - Apr 15, 2011	19,998	9.50%
Jul 1, 2009 - Apr 15, 2010	8,968	5.32%
% Change	122.99%	78.59%
/dining_restaurants.aspx		
Jul 1, 2010 - Apr 15, 2011	19,338	9.18%
Jul 1, 2009 - Apr 15, 2010	21,182	12.56%
% Change	-8.71%	-26.88%
/events_calendar.aspx		
Jul 1, 2010 - Apr 15, 2011	11,891	5.65%
Jul 1, 2009 - Apr 15, 2010	8,615	5.11%
% Change	38.03%	10.54%
/hotels.aspx		
Jul 1, 2010 - Apr 15, 2011	6,303	2.99%
Jul 1, 2009 - Apr 15, 2010	5,673	3.36%
% Change	11.11%	-11.02%

Ecommerce Overview



Ecommerce Conversion Rate

0.03%



71,229 people visited this site

 **77,932 Visits**

Previous: 63,847 (22.06%)

 **71,229 Absolute Unique Visitors**

Previous: 56,935 (25.11%)

 **210,597 Pageviews**

Previous: 168,663 (24.86%)

 **2.70 Average Pageviews**


Previous: 2.64 (2.30%)

 **00:02:11 Time on Site**

Previous: 00:01:57 (11.56%)

 **53.49% Bounce Rate**

Previous: 53.23% (0.49%)

 **91.17% New Visits**

Previous: 88.58% (2.92%)

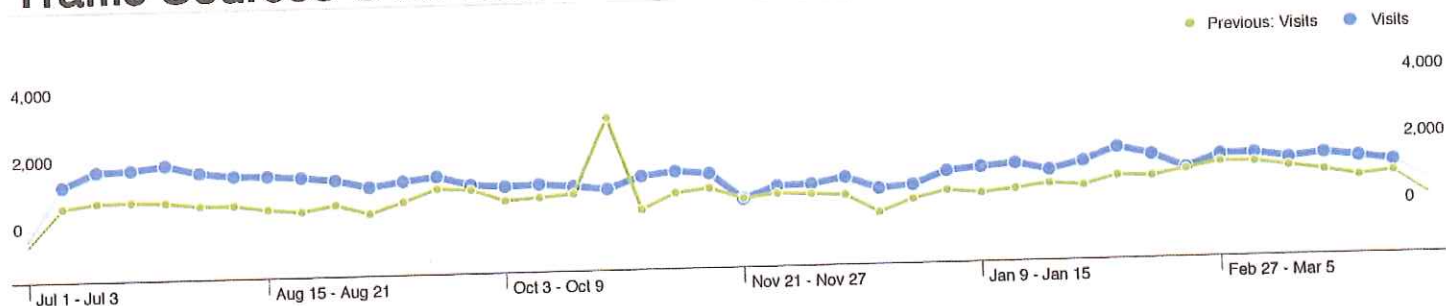
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Jul 1, 2010 - Apr 15, 2011	42,149	54.08%	Jul 1, 2010 - Apr 15, 2011	27,377	35.13%
Jul 1, 2009 - Apr 15, 2010	39,284	61.53%	Jul 1, 2009 - Apr 15, 2010	26,024	40.76%
% Change	7.29%	-12.10%	% Change	5.20%	-13.81%
Firefox			Unknown		
Jul 1, 2010 - Apr 15, 2011	15,044	19.30%	Jul 1, 2010 - Apr 15, 2011	27,342	35.08%
Jul 1, 2009 - Apr 15, 2010	13,856	21.70%	Jul 1, 2009 - Apr 15, 2010	12,847	20.12%
% Change	8.57%	-11.05%	% Change	112.83%	74.36%

Safari			DSL		
Jul 1, 2010 - Apr 15, 2011	14,350	18.41%	Jul 1, 2010 - Apr 15, 2011	14,103	18.10%
Jul 1, 2009 - Apr 15, 2010	8,153	12.77%	Jul 1, 2009 - Apr 15, 2010	16,565	25.94%
% Change	76.01%	44.20%	% Change	-14.86%	-30.25%
Chrome			T1		
Jul 1, 2010 - Apr 15, 2011	5,089	6.53%	Jul 1, 2010 - Apr 15, 2011	8,064	10.35%
Jul 1, 2009 - Apr 15, 2010	1,742	2.73%	Jul 1, 2009 - Apr 15, 2010	6,723	10.53%
% Change	192.14%	139.34%	% Change	19.95%	-1.73%
Mozilla Compatible Agent			Dialup		
Jul 1, 2010 - Apr 15, 2011	398	0.51%	Jul 1, 2010 - Apr 15, 2011	599	0.77%
Jul 1, 2009 - Apr 15, 2010	120	0.19%	Jul 1, 2009 - Apr 15, 2010	811	1.27%
% Change	231.67%	171.72%	% Change	-26.14%	-39.49%

Traffic Sources Overview

Jul 1, 2010 - Apr 15, 2011
Comparing to: Jul 1, 2009 - Apr 15, 2010



All traffic sources sent a total of 77,932 visits



11.87% Direct Traffic

Previous: 9.81% (20.90%)



17.45% Referring Sites

Previous: 21.84% (-20.11%)



70.68% Search Engines

Previous: 68.34% (3.42%)

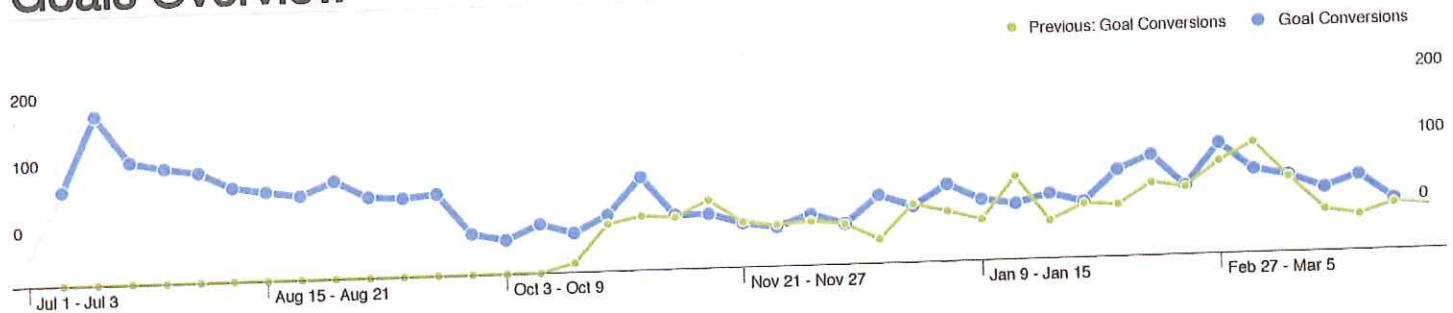


Search Engines
55,085.00 (70.68%)
Referring Sites
13,598.00 (17.45%)
Direct Traffic
9,247.00 (11.87%)
Other
2 (> 0.00%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			(not set)		
Jul 1, 2010 - Apr 15, 2011	38,734	49.70%	Jul 1, 2010 - Apr 15, 2011	7,447	13.52%
Jul 1, 2009 - Apr 15, 2010	29,415	46.07%	Jul 1, 2009 - Apr 15, 2010	5,530	12.67%
% Change	31.68%	7.88%	% Change	34.67%	6.68%
(direct) ((none))			south coast plaza restaurants		
Jul 1, 2010 - Apr 15, 2011	9,247	11.87%	Jul 1, 2010 - Apr 15, 2011	2,539	4.61%
Jul 1, 2009 - Apr 15, 2010	6,266	9.81%	Jul 1, 2009 - Apr 15, 2010	2,665	6.11%
% Change	47.57%	20.90%	% Change	-4.73%	-24.53%
google (cpc)			costa mesa		
Jul 1, 2010 - Apr 15, 2011	7,446	9.55%	Jul 1, 2010 - Apr 15, 2011	2,414	4.38%
Jul 1, 2009 - Apr 15, 2010	5,529	8.66%	Jul 1, 2009 - Apr 15, 2010	2,328	5.34%
% Change	34.67%	10.33%	% Change	3.69%	-17.86%
yahoo (organic)			costa mesa ca		
Jul 1, 2010 - Apr 15, 2011	4,328	5.55%	Jul 1, 2010 - Apr 15, 2011	988	1.79%
Jul 1, 2009 - Apr 15, 2010	4,300	6.73%	Jul 1, 2009 - Apr 15, 2010	1,685	3.86%
% Change	0.65%	-17.54%	% Change	-41.36%	-53.55%
bing (organic)			costa mesa restaurants		

Jul 1, 2010 - Apr 15, 2011	2,858	3.67%	Jul 1, 2010 - Apr 15, 2011	933	1.69%
Jul 1, 2009 - Apr 15, 2010	2,878	4.51%	Jul 1, 2009 - Apr 15, 2010	477	1.09%
% Change	-0.69%	-18.64%	% Change	95.60%	54.94%




Visitors completed 3,042 goal conversions

 **0 conversions, Goal 1: CostaMesaTrips**

Previous: 790 (-100.00%)

 **2,313 conversions, Goal 2: Non Hotel Specific Click to Travelocity**


Previous: 0 (0.00%)

 **96 conversions, Goal 6: Ayres Check Availability**

Previous: 70 (37.14%)

 **53 conversions, Goal 7: Best Western Check Availability**

Previous: 49 (8.16%)

 **77 conversions, Goal 8: Marriott Check Availability**

Previous: 66 (16.67%)

 **41 conversions, Goal 9: Residence Inn Check Availability**


Previous: 64 (-35.94%)

 **112 conversions, Goal 10: Hilton Check Availability**

Previous: 50 (124.00%)

 **62 conversions, Goal 11: Hotel Hanford Check Availability**


Previous: 73 (-15.07%)

 **71 conversions, Goal 12: Holiday Inn Express Check Availability**

Previous: 61 (16.39%)

 **44 conversions, Goal 13: Ramada Inn Check Availability**

Previous: 26 (69.23%)

 **91 conversions, Goal 14: Westin Check Availability**

Previous: 94 (-3.19%)



82 conversions, Goal 15: Wyndham Check Availability

Previous: 47 (74.47%)

Goal Performance

Goal Conversion Rate

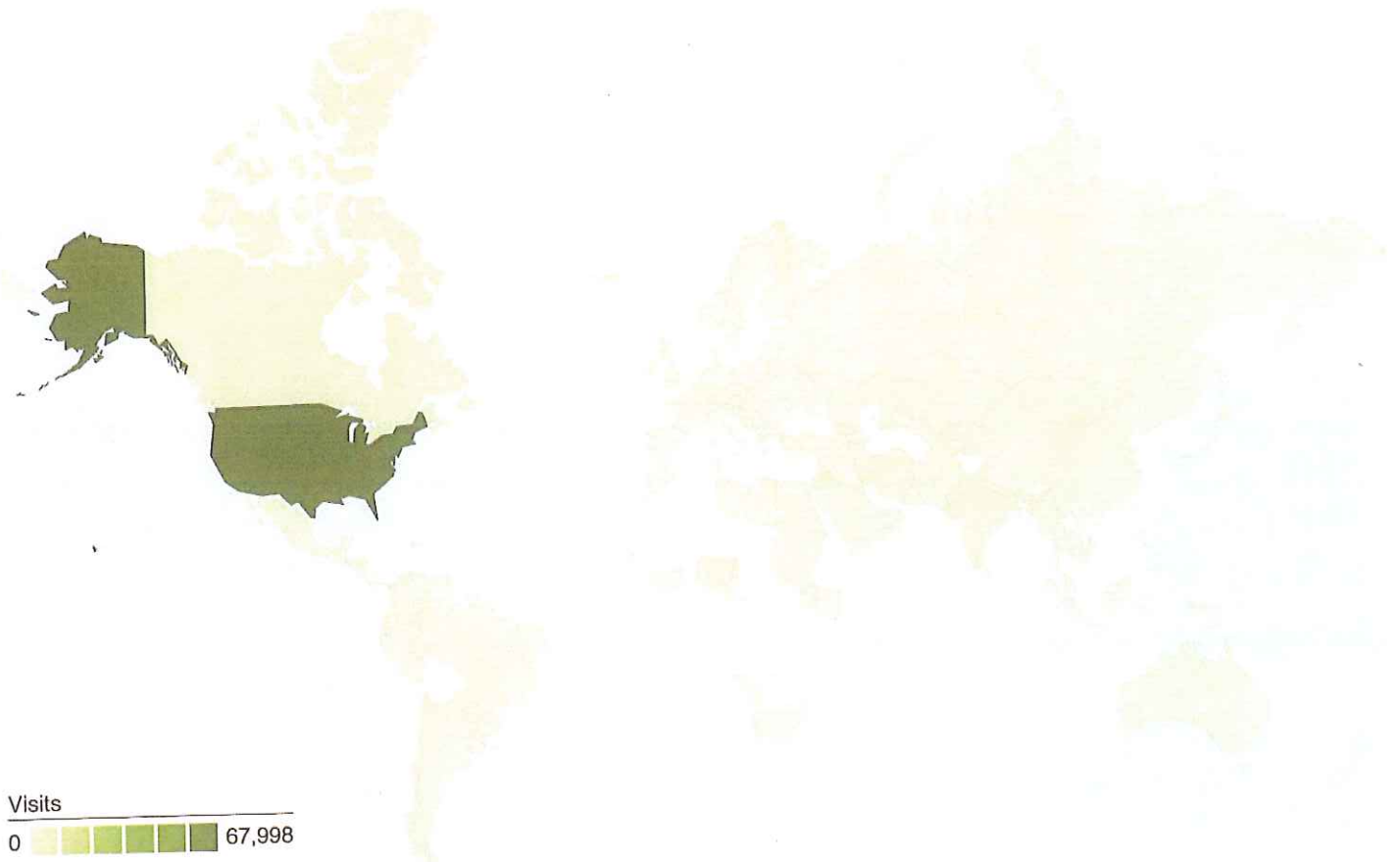


Goal Conversion Rate
3.90%

Total Goal Value



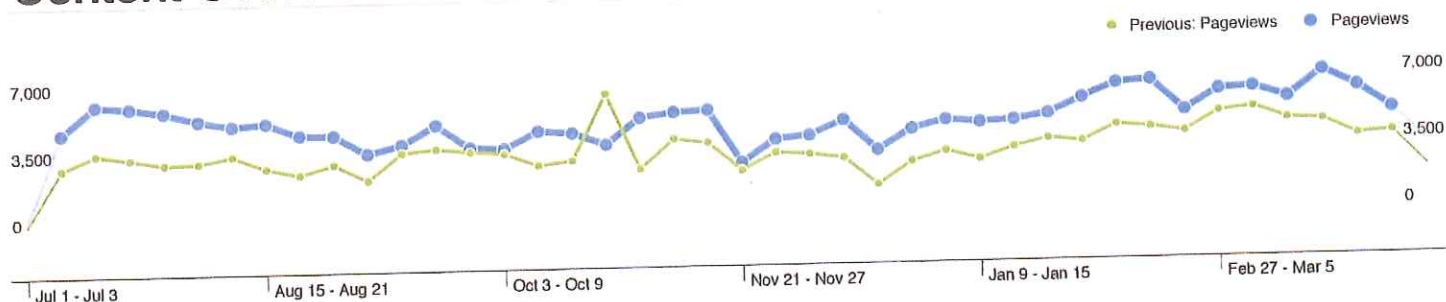
Total Goal Value
\$0.00



77,932 visits came from 147 countries/territories

Site Usage						
Visits 77,932 Previous: 63,847 (22.06%)	Pages/Visit 2.70 Previous: 2.64 (2.30%)	Avg. Time on Site 00:02:11 Previous: 00:01:57 (11.56%)	% New Visits 91.28% Previous: 88.63% (2.99%)	Bounce Rate 53.49% Previous: 53.23% (0.49%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States						
July 1, 2010 - April 15, 2011	67,998	2.72	00:02:13	91.11%	52.91%	
July 1, 2009 - April 15, 2010	57,211	2.65	00:01:58	88.41%	53.13%	
% Change	18.85%	2.55%	13.11%	3.05%	-0.42%	
Canada						
July 1, 2010 - April 15, 2011	2,671	3.23	00:02:04	94.87%	48.00%	
July 1, 2009 - April 15, 2010	1,684	2.61	00:01:32	93.53%	53.33%	
% Change	58.61%	24.03%	35.25%	1.44%	-9.99%	
India						
July 1, 2010 - April 15, 2011	1,491	1.61	00:01:31	96.91%	75.72%	

July 1, 2009 - April 15, 2010	519	2.02	00:01:35	93.64%	66.47%
% Change	187.28%	-20.01%	-3.32%	3.50%	13.91%
United Kingdom					
July 1, 2010 - April 15, 2011	992	2.65	00:01:37	89.31%	53.43%
July 1, 2009 - April 15, 2010	869	2.75	00:01:55	90.79%	47.41%
% Change	14.15%	-3.73%	-15.43%	-1.63%	12.69%
Australia					
July 1, 2010 - April 15, 2011	463	3.35	00:02:48	89.42%	41.90%
July 1, 2009 - April 15, 2010	366	2.54	00:02:08	90.16%	46.17%
% Change	26.50%	32.15%	31.31%	-0.83%	-9.26%
Iran					
July 1, 2010 - April 15, 2011	403	2.07	00:01:38	87.84%	66.75%
July 1, 2009 - April 15, 2010	106	2.36	00:02:07	90.57%	61.32%
% Change	280.19%	-12.25%	-23.27%	-3.01%	8.85%
Japan					
July 1, 2010 - April 15, 2011	363	2.57	00:01:18	85.67%	55.65%
July 1, 2009 - April 15, 2010	224	2.83	00:02:42	86.61%	47.32%
% Change	62.05%	-9.19%	-51.66%	-1.08%	17.59%
Mexico					
July 1, 2010 - April 15, 2011	268	3.20	00:02:33	93.66%	48.88%
July 1, 2009 - April 15, 2010	217	3.00	00:02:19	88.94%	52.07%
% Change	23.50%	6.76%	10.61%	5.30%	-6.13%
Turkey					
July 1, 2010 - April 15, 2011	219	1.69	00:00:42	95.43%	72.60%
July 1, 2009 - April 15, 2010	72	2.06	00:01:04	97.22%	66.67%
% Change	204.17%	-17.81%	-33.59%	-1.84%	8.90%
France					
July 1, 2010 - April 15, 2011	193	2.62	00:02:36	96.37%	61.14%
July 1, 2009 - April 15, 2010	84	2.86	00:02:16	92.86%	45.24%
% Change	129.76%	-8.24%	15.17%	3.79%	35.15%



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Previous: 123,366 (24.53%)

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Previous: 53.23% (0.49%)

Top Content

Pages	Pageviews	% Pageviews
/		
Jul 1, 2010 - Apr 15, 2011	22,440	10.66%
Jul 1, 2009 - Apr 15, 2010	25,620	15.19%
% Change	-12.41%	-29.85%
/dining_restaurants_guide.aspx		
Jul 1, 2010 - Apr 15, 2011	19,998	9.50%
Jul 1, 2009 - Apr 15, 2010	8,968	5.32%
% Change	122.99%	78.59%
/dining_restaurants.aspx		
Jul 1, 2010 - Apr 15, 2011	19,338	9.18%
Jul 1, 2009 - Apr 15, 2010	21,182	12.56%
% Change	-8.71%	-26.88%
/events_calendar.aspx		
Jul 1, 2010 - Apr 15, 2011	11,891	5.65%
Jul 1, 2009 - Apr 15, 2010	8,615	5.11%
% Change	38.03%	10.54%
/hotels.aspx		

Jul 1, 2010 - Apr 15, 2011	6,303	2.99%
Jul 1, 2009 - Apr 15, 2010	5,673	3.36%
% Change	11.11%	-11.02%

Costa Mesa, CA twitter statistics

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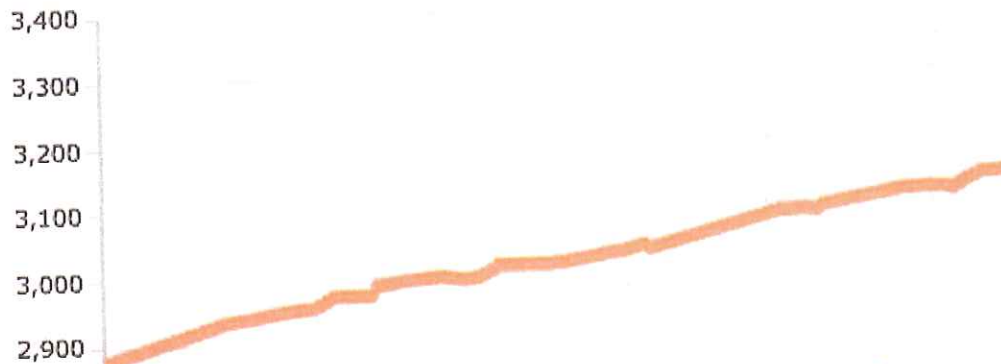
Bio: Officetweets from Costa Mesa CVB on travel & tourism in OC & other fun stuff. Planning a trip to CA? Visit Costa Mesa, THE place 4 shopping, dining & the arts!

you

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Graph size:

[Weekly](#) [Monthly](#) [3-Monthly](#) [6-Monthly](#)



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Twitter stats for Costa Mesa, CA

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[Tweet](#) **6,176** Tweets (+8 yesterday +14 on average)

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Followers prediction

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[Tweet](#) 149 days to get **6,000** followers

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We track these Twitter stats since July 9, 2009. You can see how many followers Costa Mesa, CA lost or gained and what the prediction is for tomorrow or the next 15 days, together with all kinds of other stats like rank compared to all Twitter users, tweets etc.

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travelcostamesa

Grade

Grade

98.3

Out of 100

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Followers **3,316**

Following **2,202**

Updates **6,175**

[How It Works](#)

Account Summary

Full Name: [Costa Mesa, CA](#)

Bio: Official tweets from Costa Mesa CVB on travel & tourism in OC & other fun stuff. Planning a trip to CA? Visit Costa Mesa, THE place, shopping, dining & the arts!

Location: Costa Mesa, Orange County, CA

Followers: 3,316

Following: 2,202

Website: <http://www.travelcostamesa.com/>

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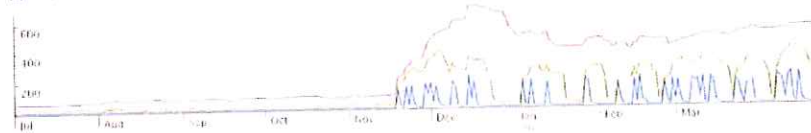
Week Month 07/01/2010 - 04/23/2011

New Likes? Lifetime Likes?

392 ↓ 51% 1,079

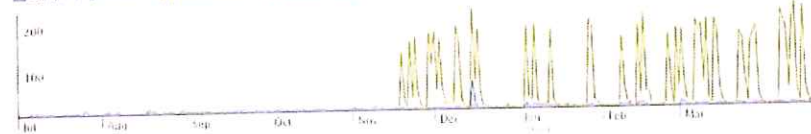
Active Users?

☒ Daily Active Users ☒ Weekly Active Users ☒ Monthly Active Users



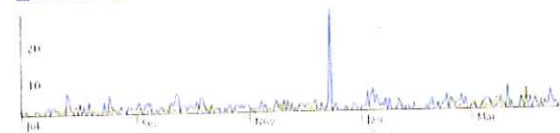
Daily Active Users Breakdown?

☒ Unique Page Views ☒ Post Viewers ☒ Liked a Post ☒ Commented on a Post ☒ Wall Posts



New Likes?

☒ New Likes ☒ Unlikes

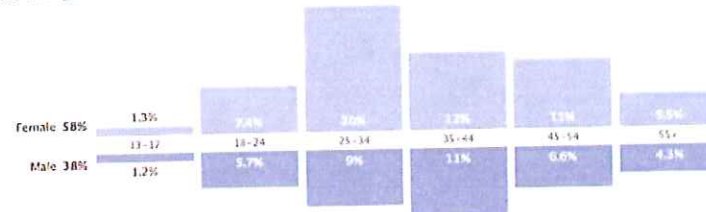


Daily Total Like Sources?

160 Unknown
140 Page
39 Requests
28 Search
12 Suggestions
9 User Profile
1 Stream

Demographics

Gender and Age?



Countries?

975 United States
11 Australia
10 Canada
6 United Kingdom
6 Italy
5 Mexico
4 Saudi Arabia
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Cities?

160 Los Angeles
149 Irvine
128 Seattle
31 Costa Mesa
28 Cypress
27 San Diego
22 Livingston
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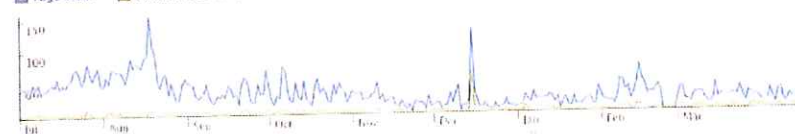
Language?

996 English (US)
32 English (UK)
6 French (France)
6 Italian
5 Arabic
3 Lithuanian
2 Spanish
[More](#)

Activity

Page Views?

☒ Page Views ☒ Unique Page Views



Total Tab Views?

6,293 Wall
928 Discussion Boards
279 Photos
265 Information
195 Events
137 Contact Us
122 Drive & Dine
92 Reviews
85 Contest
68 Events | events

External Referrers?

227 travelcostamesa.com
89 google.com
16 altavista.com
7 search.yahoo.com
6 bing.com
6 costamesa-ca.com
3 linkedin.com
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Costa Mesa, California

Travel Information, Tourist Attractions, Activities,...



Costa Mesa is nestled strategically in the heart of Orange County, minutes away from miles of sparkling beaches, John Wayne Airport, all of So Cal's major freeways and numerous other cities: Newport Beach, Irvine, Santa Ana, Anaheim and Huntington Beach, among others and just 35 miles from Los Angeles.

Costa Mesa is within close proximity to championship-quality golf courses, museums, Disneyland Resort, the Honda Center, Discovery Science Center, UCI and much more.

Costa Mesa is home to internationally-acclaimed South Coast Plaza, where shoppers can enjoy the ultimate shopping experience as they depart on a virtual visit to 17 countries.

Known as "the city of the arts," Costa Mesa is home to OC's Theater & Arts District, one of the most thriving performing and visual arts centers in the nation ... includes the Orange County Performing Arts Center, Segerstrom Center for the Arts and South Coast Repertory united by a community plaza with stimulating visual art pieces.

Costa Mesa is home to sidewalk cafés, bistros and reservation-only hotspots ... there are more than 100 alone in and around the arts district, all offering an array of dining adventures from casual to gourmet, featuring cuisine from around the globe.

Come to Costa Mesa for a unique, upscale destination ideal for sophisticated travelers that is rich in venues, events and activities appealing to cultural tourists, families and business travelers alike.

[Click Here for Costa Mesa's Electronic Visitors Guide](#)

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ACCOMMODATIONS

RECREATION

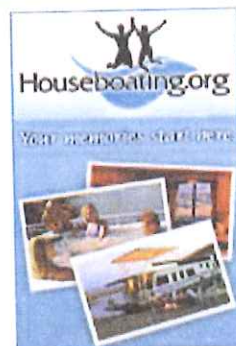
FESTIVALS AND EVENTS



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- Event Production
- Event ROI
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- Lead Generation
- Market Research / Notebook
- Meeting Journal / Programs
- Promotional Products / Awards
- Public Relations Publications
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- Telemarketing
- Trade Show Displays / Magazine Rack
- Workshops

Communications / Technology

- (Continued)
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- Smartphone Polling
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- Videography
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- Webcasting
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- Measurements
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- Meeting Planning
- Meeting Scheduling
- Meeting Space
- Meeting Suppliers
- Meeting Tables
- Name Badges
- Network Services
- (more Convention / Exhibition / Meeting Services)

Planning / Logistics

- (Continued)
- Salting
- Training & Development
- Travel / Housing / Registration
- Travel Directors
- Travel Services
- Valet - Car Parking Service
- Transportation / Travel
- Airlines
- Airport Transfers
- Charter Buses
- Convention Shuttles
- Cruise Lines
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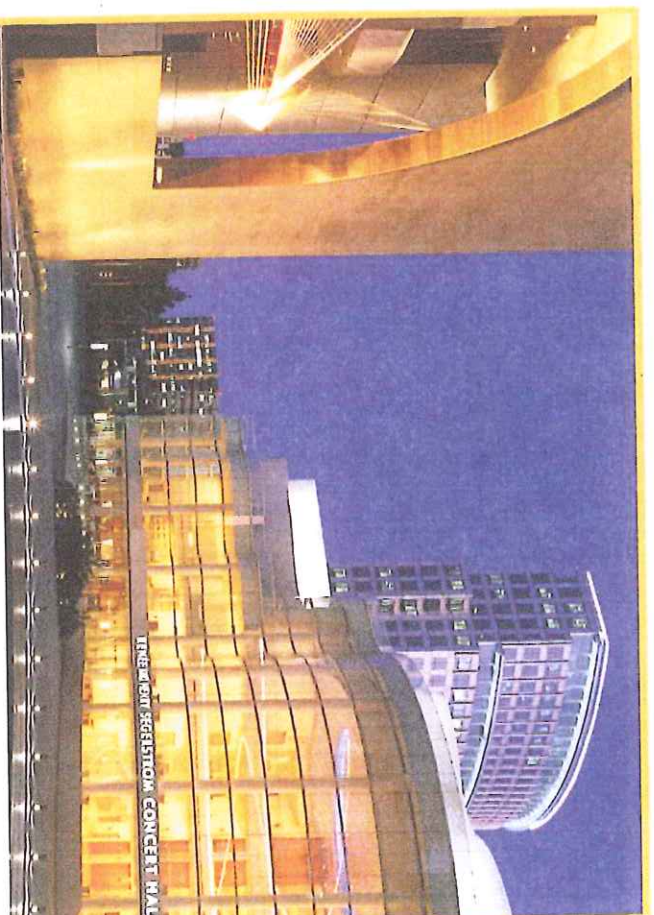


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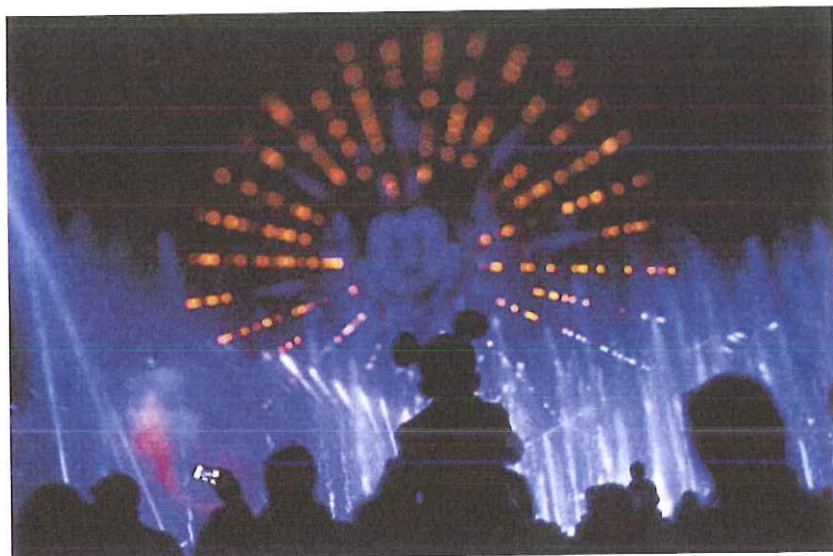
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SOUTHERN CALIFORNIA CLOSE-UPS

10 micro-itineraries for inland Orange County

Yep, it's home to Disneyland, but it's also the land of arts (Santa Ana), Nixon (Yorba Linda), the Ducks and Angels (Anaheim), lively Fullerton and more. Here are 10 spots to explore in the O.C.

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The nightly World of Color light and water show at Disney California Adventure. (Jay L. Clendenin / Los Angeles Times)

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Your guide to inland Orange County



PHOTOS: Photos: 10 micro-itineraries for inland Orange County



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VIDEO

Video: Exploring inland Orange County

MULTIMEDIA

By Christopher Reynolds
Los Angeles Times staff writer

February 20, 2011

South of Los Angeles and north of San Diego lies an intermittently magical 789-square-mile realm where freeways hum and Disneyland flourishes, where immigrants remake old communities as new ones ripple across the hills. Many outsiders treat this place as they would a prosperous but hopelessly dull relative — the way some Europeans treat Belgium. Let's remember, people, that Belgium has given us centuries of good waffles, beer and chocolate, not to mention the French fry and Jean-Claude Van Damme. So it is, sort of, with O.C.

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There is more here than Disneyland and beaches. And so we bring you these inland Orange County close-ups: 10 micro-itineraries for travelers and locals alike. This is the second installment in our yearlong series that looks anew at Southern California. (We started with downtown Los Angeles in January and we'll come back to the O.C. coastline another day.) On this expedition, we're all about the big orange balloon, the big black cube, the epic and edgy malls, Richard Nixon's old high chair and — because in the end, the mouse will not be denied — a few theme-park secrets.

What would Nixon do? Disneyland can wait. First, consider the question they've printed on dozens of mugs and T-shirts at the Nixon Presidential Library & Museum in Yorba Linda, about 40 miles southeast of downtown Los Angeles. And get ready for a few more questions. Has anybody told Kevin Bacon, for instance, that Nixon got elected student body president at Whittier College by opposing the campus ban on dancing? The nine-acre Nixon complex is patrolled by legions of well-briefed docents in red and blue blazers, many of whom were among Nixon's "silent majority" back in the late '60s and early '70s. The graves of the president and First Lady Pat are here. You'll find a reflecting pool, a rose garden, displays detailing Richard Nixon's path to the White House, his domestic and foreign programs, his trip to China. If you fill out a form, you can listen to those notorious White House

tapes (which are being transferred to CD). Hear former Secretary of State Henry Kissinger bragging about kicking the North Vietnamese "in the groin." Hear the president engaging in small talk with Ray Charles, making get-well calls to ailing friends and dismissing the importance of "hinky-dinky espionage" by one political party against another. Until 2007, the site was run without government input by the Richard Nixon Foundation, a loyalist group. The National Archives have since joined the party, as it were, bringing mountains of documents (and recordings) and a nonpartisan agenda. Sounds awkward — which makes it more interesting. (As of early 2011, the Watergate exhibit was still being redone.) Whatever your agenda, come see your 37th president's high chair, then step outside his modest childhood home — Nixon was born in the farmhouse on this site in 1913 — and also see the helicopter that carried him from the White House that last time in 1974.

The mouse that ate Anaheim. It's a given. If you have kids — and maybe even if you don't — you're going to Disneyland. And you're probably going to like it, because they're pros. So, brace for the bill — \$76 for an adult day pass, \$68 for kids ages 3-9 — and make your expedition easier by booking a night at a Disney hotel or one of the many "partner" hotels within walking distance. (If you live in Southern California, be sure to check for local discounts at <http://www.mouseplanet.com>.) Get to the park at opening (it varies by day; check the website) and make a beeline for a Fastpass (these are issued, for free, by a machine at many popular rides that allocates head-of-line status for a designated period later in the day). Don't get hung up on hitting every ride. And don't leave eating to chance; you can book meals up to 60 days ahead at many Disneyland and Disney California Adventure Park restaurants by calling (714) 781-3463. Also, if you have an iPhone, there are several apps that tell you how long the line is for each ride. When your kids droop in the afternoon, retreat to the hotel for a nap or swim. Then return to the park for the nighttime stuff. If your family is doing a second Disney day, the Character Breakfast at Storytellers Café (in the Grand Californian Hotel adjoining the Downtown Disney District) is a fine way to start. But consider this: Much of Disney California Adventure Park will be renovated in 2011 and 2012. You might prefer a certain nearby berry farm instead.

Where the boysenberries are. Knott's Berry Farm was up and running when Walt Disney was still a pup. It opened in the 1920s, <http://www.knotts.com/public/news/history/index.cfm> and despite its high-speed, high-tech rides, it feels more homespun than Disneyland. It also appears a little frayed around the edges. It's also a lot cheaper than Disneyland: Adult admission is \$46.99 to \$56.99, with frequent discounts and annual passes for as little as \$59.99. Times staffer Brady MacDonald, whose Funland blog has covered theme parks for the last four years, calls Knott's "the best park in Southern California, if you're trying to please everybody." In other words, the rides range from little kids' diversions to serious, knuckle-whitening thrills, and the themes keep amusement park cognoscenti engaged. It really was a farm once; the world's first commercial crop of boysenberries was raised here in the 1930s. Now it has a hotel, an outpost of L.A.-based Pink's Hot Dogs, a summer-only water park and Camp Snoopy for smaller kids. It also has the old-school Mrs. Knott's Chicken Dinner, but recent meals suggest that the restaurant's best days may be behind it.



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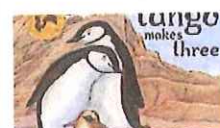


Yosemite National Park: Get
ready for a moonbow -- maybe

In Case You Missed It...



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MOST VIEWED | MOST COMMENTED

The Great Orange in the Sky. You are respectfully invited to step aboard a giant orange and hover above a mostly idle military base in Irvine. Now, stop snickering and suspend ... yourself. It's true that the Great Park — the gradual conversion of the former Marine Corps Air Station El Toro into a 1,347-acre public playground in the middle of the O.C. — will be years in coming. But the Great Park Balloon is here now, a helium-filled ball with a people-carrying basket dangling beneath, and it's free. Permanently tethered and big enough to hold 25 people at a time, it flies four days a week, rising 400 feet so you can see 40 miles on a clear day. Hours are 10 a.m.-3 p.m. and 7-10 p.m. Thursdays and Fridays, 9 a.m.-3 p.m. and 7-10 p.m. Saturdays and Sundays, wind and weather permitting. The ride (which began in 2007) typically lasts eight to 10 minutes, but that's plenty of time to eye the hills and orderly subdivisions, assess the park's recently planted strawberry fields and read the fine print: Someone stenciled a list of major historical events on the old runway surface. Flights are first-come, first-served; kids and pets welcome. There's a free carousel too. Best day to fly: Sunday, when the fledgling Great Park farmers market is in session. If that bout with altitude isn't enough, head about 2 miles southwest to the Irvine Spectrum Center mall, where the amusements include a 108-foot-tall Ferris wheel.

Surf, turf, balls and pucks. If you're looking for pro hockey or baseball in O.C., all roads lead to Anaheim. The Ducks (hockey) play from early October through early April (longer if the team makes the playoffs), with 41 home games at the 17,174-seat **Honda Center**. Most adult tickets cost \$20-\$110. (A seat at the glass fetches more than \$300.) **The Los Angeles Angels of Anaheim** (blame owner Arte Moreno for the name) play baseball from April through October (longer if they make the playoffs), with 81 home games at 45,000-seat Angel Stadium of Anaheim. Most adult tickets cost \$16-\$200. During the season, the ballpark offers behind-the-scenes tours (\$3 for adults; [714] 940-2070) on Tuesdays and Wednesdays. There's a Metrolink/Amtrak stop at the edge of the Angel Stadium parking lot (also walkable from the Honda Center). To fill your belly before or after the sports, there's **the Catch** on East Katella Avenue. Here are your surf, your turf, your taps, your multiple big screens. Impress friends (and appall others) by ordering the \$49.95 OMG, a 4-pound burger with 10 slices of cheddar cheese and 2 pounds of fries. Sharing is encouraged, but if you finish by yourself within an hour, the restaurant will give you \$500. As of early February, just one guy had managed it.

Two words: biker bar. First, build thirst. You can do this by taking a hike or a bike or horseback ride in the Santa Ana mountains or the foothills near Rancho Santa Margarita. Maybe Limestone Canyon & Whiting Ranch Wilderness Park or O'Neill Regional Park, where you can make the 3.2-mile round-trip hike up Live Oak Trail to Ocean Vista Point, 1,492 feet above sea level, for a panorama of hills, suburban fringe and distant sea. Whichever trail you choose, head afterward to **Cook's Corner**, a biker bar and burger joint that since 1926 has stood at Live Oak Canyon and Santiago Canyon roads in the Trabuco Canyon area. Jukebox. Pool table. Sawdust on the floor. They say the kitchen was built from the remnants of an old Santa Ana Army Air Base mess hall. Whatever — it turns out tasty burgers. There are bands on the weekends, along with scores of bikers who fill the patio while their bikes gleam out front.

Santa Ana, urban and artsy. Santa Ana has some of O.C.'s grittiest corners, but it's also home to a pair of worthwhile museums and a growing number of galleries. The kid-focused **Discovery Science Center** stands beneath the big black cube at the edge of Interstate 5 (the cube conceals a facsimile rocket) and has hands-on exhibits that cover populist themes such as the science of hockey, plus there's a modest climbing wall. About four blocks south of the cube at Main and 20th streets is the more grown-up **Bowers Museum**. The Bowers is a cultural museum, meaning it's just as likely to tell you about Benjamin Franklin as it is to show you Chinese adornments or an amazing pair of red and gold African earrings (under glass in the lobby). It also has a children's Kidseum space (1802 N. Main St.). If you want to see work by living homegrown artists, head to the nearby Artists Village area, park in the structure at North Broadway and West 3rd Street, and prowl gallery spaces such as the Orange County Center for Contemporary Art (117 N. Sycamore St.), the **Grand Central Art Center** (run by Cal State Fullerton at 125 N. Broadway) and the quirky old Santora Arts Building (207 N. Broadway). The restaurants Gypsy Den and Memphis at the Santora are handy for a bite. And if you go on a Santa Ana Artwalk (first Saturday night of every month), a few dozen nearby galleries will be open as well.

Fullerton after dark. When night falls, downtown Fullerton hops. This is especially true along Harbor Boulevard near the railroad tracks, where more than two dozen bars and restaurants cater to the hunger and thirst of Cal State Fullerton students and others. Count on young demographics, designate a driver or take Amtrak or Metrolink to Fullerton's handsome old station. Within an easy walk you'll find the Pint House, the Envy Ultra Lounge, the Mulberry Street Ristorante, Café Hidalgo, Branagan's Irish Pub, Ziing's Bistro & Bar, Heroes Bar & Grill and the Continental Room (which claims to be Fullerton's oldest drinking establishment, dating to 1925) and plenty more.

Retail detail. If you're not shopping, the recession wins, right? Now more than 40 years old, South Coast Plaza in Costa Mesa is still the biggest mall (by square feet) in California. Shoppers come from

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as far as Asia to roam the 280 stores and restaurants. You can spend \$3,600 on a hand-etched, limited-edition silver Bentley writing pen (at Paradise Pen) or \$5.75 on a cup of tangy gumbo at Seasons 52 restaurant, which opened in late 2010. If you want to spend many, many hours here, you can sleep a block away at the Westin (weekend rates as low as \$109). For a more intimate, semi-subversive shopping experience, head 1 1/2 miles south on Bristol Street to the Lab, a slacker haven with about a dozen retail and restaurant tenants arrayed around a courtyard with couches and a magazine rack. Then cross Bristol and creep into the Camp, where chic sustainability is the order of the day. Note the Patagonia shop, the bike shop, the soothing sayings stenciled on the parking lot blacktop. Now, surely, you've had enough shopping, so double back toward South Coast Plaza. Head into the Segerstrom Center for the Arts next door, where you can see a play at the South Coast Repertory, hear music in four venues or just watch the limos pull up in front of the snazzy buildings. Don't forget to stick your head inside the tall, rusty steel sculpture by Richard Serra ("Connector," 2006), mumble and listen for the eerie echo.

Welcome to Orange. Please set your watches to 1940. Plaza Square (a.k.a. the Orange Circle) is a roundabout that serves as the heart of the city of Orange. It's also a fine place for time travel, with hundreds of well-tended homes in the surrounding Olde Town Historic District dating from 1888 to 1940. Closer to the square, antiques shops huddle with a growing number of eateries. At Mr. C's Rare Records, customers such as 22-year-old Nathan Chase hunt for old gold in the vinyl bins because, he says, "everything is overproduced now." Watson Drugs & Soda Fountain (founded 1899, 116 E. Chapman Ave.) still serves banana splits up front and fills prescriptions in back. Chapman University is two blocks away, so Glassell Street is full of lively, youthful businesses and restaurants. At the Felix Continental Café (opened in the late '70s) on Plaza Square, you get Cuban cuisine and sidewalk dining. At the Filling Station Café (opened 2000) on North Glassell, you get sandwiches on a patio where gas pumps once stood. At Gabbi's Mexican Kitchen (opened 2006) on South Glassell, upscale Mexican. At the Bruery Provisions on North Glassell (opened 2010), craft beers, wines and fancy cheese. At Haven Gastropub (opened in 2009), pub grub and more beer. And at Bruxië Gourmet Waffle Sandwiches on North Glassell (opened November) — well, Orange County, there's your Belgian connection.

chris.reynolds@latimes.com

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A guide to destinations in the West. Above, Spiral Jetty in Utah. Featured: [Arizona](#) | [Bay area](#)

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Weekend Getaways in Southern California

Forget business – Costa Mesa & Los Angeles focus on shopping, food and great entertainment

BY: Meaghan Clark | Tue Apr 5, 2011

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Traveling to Southern California this year? Check out the magazine edition of "Weekend Getaways in Southern California" live (http://www.execdigital.com/magazines/4152/164) !

entertainment, there is no food court, you won't find mainstream entertainment and... gasp!... you might actually find something unique.

South Coast Plaza is a Mecca for fine dining and shopping – and central to most of Orange County. It's a far cry from Rodeo Drive, with its enclosed glass roof and fusion of luxury brands to discount retailers, but that doesn't mean Southern California residents don't flock to this 220-suite shopping experience daily. South Coast Plaza is a lot of things, but something it's not is cliché. You won't find atypical retailers in the Costa Mesa shopping haven, and that's exactly worth the risk.

In a city that commutes for breakfast, lunch and dinner, South Coast Plaza offers a sanctuary in travel and design. **ACCESS** is a shopping retreat, enveloping guests with concierge services, valet and a sports room built specifically for the under-enthused male; in an instant, patrons relax with a cocktail and forget that a few feet away, the center remains abuzz with shoppers.

Entertainment is a core feature in South Coast Plaza's design with the Segerstrom Center for the Arts, **South Coast Repertory**, and Renee and Henry Segerstrom Concert Hall all within walking distance of the shopping center.

As much as South Coast Plaza caters to the retail elite, the Anti-Mall appeals to the retail alternative. Though still attractive to the general public with chains like Urban Outfitters, the LAB and the CAMP show off SoBeCa (South on Bristol Entertainment Culture and Arts). Rather than focusing simply on food and stores, the SoBeCa district showcases great art and entertainment (the name rather gives it away) for the "hip" and "cool" crowd.

Of course, everyone can enter shops like Seed People's Market (a must have for funky knickknacks and vintage) or Arth, but it's sometimes better to put on a pair of skinny jeans first. What's even more attractive than the hipster crowd is the food – Habana is a classy, outdoor Cuban-inspired restaurant that attracts residents from all over SoCal, and the Gypsy Den is a coffee shop for both the student and the aspiring musician.

Shopping might be the central theme to Costa Mesa, but locals don't really mind – especially because it's such a short drive to Los Angeles or any other neighboring city in Orange County.

Say what you might about Los Angeles, but the city does have some qualities that make it one of the most culturally relevant and diverse ci in the globe. Everyone is going to have their opinion about where to head first, but Los Angeles wouldn't be what it is today without Hollywood.

The Roosevelt Hotel is no longer just a place for star spotting – you'll find brilliant restaurants and bars, poolside service and local folklore. Guests can relive haunting ghosts tales up and down the colorful ceramic tile corridors – including one legend that Marilyn Monroe's ghost still shimmers in favored poolside cabana suite mirror. The recent addition, Library Bar, is a slim figure of the other two restaurants in the **Roosevelt Hotel**, but perfect for late night chats with old friends.

Skip on over to North Highland to throw yourself deep into a high-carb diet courtesy of Pizzeria Mozza. Forget whatever stereotypes come with a celebrity chef at the helm, this restaurant is one of the most highly recommend pizza places in the city, and not because Mario Batali one of its owners. Straight from the mind of La Brea Bakery creator, Pizzeria Mozza is simple dining and one of the few places that diners can enjoy without a reservation. Find a great server at the bar, and he'll give you details on where to enjoy after dinner or next meal, even adding personal favorites for every menu item.

[The one must have actually isn't the pizza, it's the dessert – mouthwatering and totally unexpected, the butterscotch pudding isn't like what your mother makes – it's a lot better. Devour this thing with friends or alone - it's worth the trip, even just for dessert.

Just a few miles apart but a world away, Costa Mesa might surprise most city dwellers with its attention to the artsy detail in both South Coast Plaza and the Center for the Arts. Head north and everything visitors have come to expect in California are at their fingertips, from celebrities to fine dining to define luxury travel.

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ARTS & ENTERTAINMENT

Japanese TV Program Listings

FCI Morning Eye News and **variety magazine**, Monday to Friday at 11 a.m., on KMLA, Ch. 44, 12 noon on UFB digital Ch. 19.

NHK Newline, English-language news updates from Japan, air daily, 7 and 9 a.m., 1, 2, 3, 4, 6, 7 and 11 p.m. on UFB Ch. 19, 2.

"Lupin the Third", the popular animated series airs Monday-Friday at 10 p.m. on UFB Ch. 19, 2.

"Alibi Partners", American detective investigator team with a post-World War II setting. Episode 15 of the fifth season airs Monday 9 p.m. on UFB digital Ch. 19, 2.

"Hikari", celebrities on stage in various legends, such as surviving on a deserted island and staying only one item for an entire month. Friday at 9 p.m. on UFB Ch. 19, 2.

"Chibimaru-kun", a light-hearted cartoon about a grade schooler's everyday life. Aired Friday at 8 a.m. on KMLA, Ch. 44.

"Ultraman Gaido", Ultraman with multiple combat modes, fights monsters and villains to save the Earth. Aired Saturday and Sunday at 6:30 a.m. on UFB Ch. 19, 2.

Kompa TV, Japanese community topics, airs 5:30 Sunday on KMLA, Ch. 44.

JATV News, local news magazine airs Saturday at 6 p.m. on KMLA, Ch. 44. This week, Anne Saki, the author of "The Tale of the Lucky Cat" and "The Last Kipper of Old Japan" discusses his life and work.

"Saijō But Dōshi Chōshi", Saturday, 10 p.m. on UFB Ch. 19, 2, digital TV.

"Princess Ga", focuses on the life of Go, a wife of the second Tokugawa shōgun (Hirotsugu). Portraying the essential life of his/her older sister Yoko and Hirotsugu, who helped create the "Ooku" in Edo and bring peace and prosperity to Japan. Part 1 of episode 1 Saturday at 9 p.m. on UFB Ch. 19, 2.

"Nep League", a new comedy variety and quiz show from Fuji TV airs Sunday, 6 p.m. on KMLA, Ch. 44.

"Mobile Fudo" airs Sunday at 6:30 p.m. on KMLA, Ch. 44.

"Jiro", New drama follows a teenage boy brilliant surgeon who is fired by his hospital after being framed for a murder case. He is then hired by a female assistant medical professor. Episode 10 airs Sunday 7 p.m. on KMLA, Ch. 44.

"Kishidan", **Banzai!** features a host who travels to various scenic parts of Japan to sample local culinary delights. Aired Sunday at 7:55 p.m. on KMLA, Ch. 44.

"Chigiri", different rice bowls. Japan in search of delicious foods. Aired Sunday at 8 p.m. on KMLA, Ch. 44.

"Hannari Seishō", New drama follows an escaped brilliant actor and a teacher who set about painting problem students straight by turning to a wide array of Dreyfusman's own techniques. "Summer seasons," Episode 5 airs Sunday 9 p.m. on UFB Ch. 19, 2.

"Summer 'n' I", Japan's most popular comedy duo "Summer" is hosting a program in Hawaii that introduces hot places and trends. Monday at 9 p.m. on UFB Ch. 19, 2.

"Mobile Detective Zenigata Yō" follows an action series detective with an R-rated violence profile that is the Superintendent General of the Metropolitan Police. She challenges to solve many difficult cases by using her mobile phone. Episode 2 of Season 3 airs Monday at 10 p.m. on UFB Ch. 19, 2.

"Shin Hōshi 2011", a news magazine and discussion airs Wednesday at 8:30 p.m. on UFB Ch. 19, 2.

Watching Martha Graham's dancers perform last weekend at South Coast Repertory in Costa Mesa, I couldn't help but think of Little Tokyo and its connection to Isamu Noguchi. The dancers were in town as part of Japan OC, a six-month long festival of Japanese and Japanese American arts, that has showcased the best of both.

For the weekend performance, the Martha Graham troupe performed pieces which highlighted the relationship between the choreographer and the famed Japanese-American sculptor, a 30-year union that produced some of Graham's most iconic works, including "Appalachian Spring," "Cave of the Heart," Graham's retelling of the Medea myth, and the lyrical "Emballment Garden."

Noguchi grew up in Boyle Heights, born in 1901 to Leonie Gilmour, an Irish American teacher and editor and Japanese poet, Yonejo Noguchi. His modernist sensibility is still felt as you walk through the JACC Plaza, which he designed and is a central gathering place in Little Tokyo. As dancers clamber over a spindly-branched tree in "Emballment Garden," I thought of the circles of yūdōka-dancers who practice annually in the JACC Plaza, getting

ready for Nisei Week and how he changed the interaction between art and its intended audience.

Graham, a Pittsburgh native, established her dance company in 1926, transforming the art form with her bold expression of emotions and stylized movement. The two artists met in 1929 and began their long collaboration in 1935.

In the 2001 book "Isamu Noguchi: A Sculptor's World," he said of Graham, "With Martha, there is the wonder of her magic with props. She

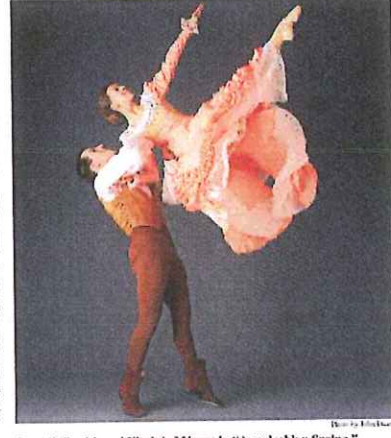
uses them as extensions of her own anatomy."

At one point, in "Cave of the Heart" an exploration of the destructive powers of love, a wire sculpture created by Noguchi becomes a spider-scorpion-dress worn by the vengeful Medea (Miki Orihara). On the spare set, Noguchi's rocks are transformed into an archipelago crossed by Jason (Tadej Brednik). It is simply stunning to see Noguchi's art in motion, transformed by the passions and heat of the movement.

In the second half, the dancers turn to Americana in perhaps Noguchi and Graham's most well-known work: "Appalachian Spring." Created in 1944, the spare beauty of the simple Shaker lives are captured in Noguchi's angular set. A simple rocking chair, and wooden frames create the space for this hopeful dance of frontier men and women, framed by religion and tradition. Noguchi, who died in 1988, voluntarily entered the Poston camp in 1942. Two years later, he would create this lasting bit of American culture. To watch Graham's dancers perform within the space created by Noguchi is to see the psychological spaces of two remarkable artists.

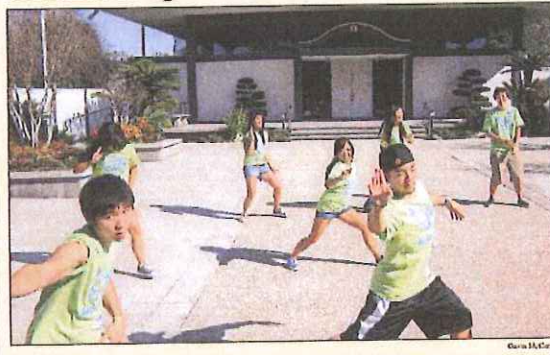


Isamu Noguchi



Gary Galbraith and Virgine Mécène in "Appalachian Spring."

Culture Prep



Members of the Nikkei Student Union at the University of Southern California rehearse for their 2011 USC Nikkei Culture Show, which will be performed this Sunday at USC's Board Auditorium. The students will present the original play "If You Wish," as well as performances by USC Kozan Taiko and KDD Hip Hop. Admission is free, doors open at 6:30. Parking is available at Gate 3. For more information, visit www.usc.usc.edu/nikkei.

Yamaguchi Participates in Premiere of 'Rise'

NEW YORK—Fifty years to the day after a plane crash that killed 74 passengers, including 18 U.S. figure skaters, the documentary film "Rise" screened in movie theaters across the country on Feb. 17.

The film commemorates those who perished when a flight bound for the World Championships in Prague crashed, killing everyone on board. The screenings included a feed from a live event in New York providing interviews and insights before and after the documentary.

Kristi Yamaguchi, the 1992 Olympic gold medalist, took part in the live event, which was hosted by Matt Lauer of NBC's "Today Show." Yamaguchi was on the red carpet before the documentary and participated in live interviews after the screening.

Also lending their talents to the evening were CBS Sports' Tracy Wolfson and U.S. champion and Olympic medalist Peter Cenuthers. A celebration of American figure skating featured Peggy Fleming, Dorothy Hamill, Scott Hamilton, Brian Boitano, Michelle Kwan and 2010 Olympic gold medalist Evan Lysacek, among others.

Proceeds from "Rise" and the Feb. 17 event will be used to further



Yamaguchi with Mark Hallas, after winning "Dancing with the Stars" in 2008.

the mission of U.S. Figure Skating's Memorial Fund, which was established Feb. 23, 1961, as a living tribute to those that lost their lives in the crash of Sabena Airlines Flight 548. The fund awards approximately \$300,000 annually in grants and scholarships to skaters.

To learn more, visit [HYPERLINK "http://www.rise1961.com"](http://www.rise1961.com) www.rise1961.com. To support the fund, visit www.1961memorialfund.net.

Costumes

Continued from page 1

"Although it was not meant to carry any ideological meaning whatsoever, we deeply regret and apologize for the distress it has caused Simon Wiesenthal Center and all concerned," read the statement, which was signed by two executives from the subsidiary.

Kishidan often dresses up in dark uniforms, including those worn by Japan's motorcycle gangs called "bōsōzoku."

Asia is less sensitive to the use of Nazi themes than the West. In December, a complaint from the center caused a large Japanese retailer to stop sales of a Nazi costume, and it has previously protested Nazi themes in Korean advertising and in 2007 a Thai school apologized



Members of the Japanese pop band Kishidan are interviewed on MTV Japan, wearing the controversial uniforms.

where Nazi icons have been used for advertising and entertainment, and in 2007 a Thai school apologized to the Simon Wiesenthal Center for a Nazi-themed parade at its sports day.

WORLD PREMIERE
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Grandpa Harry's got a big secret! Unbeknownst to his daughter and grandson, 73-year-old Hasei Harry Fuku-tani is an internet sensation. But to view his work, you'd have to turn off the parental filter and have a valid credit card. A sticky comedy about sex, lies and Tiger Balm. Featuring Gato Shimon, Amy Sui, Elizabeth Ho, and Ho Hong Lee.

Generous support for this production is provided by the S. Mark Taper Foundation Endowment for East West Players.

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GRANDPA HARRY'S GOT A BIG SECRET WRINKLES

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Subject: Thank you for a successful CA Restaurant Month

Date: Thursday, April 14, 2011 1:40 PM

From: Jeanne Sullivan <jsullivan@visitcalifornia.com>

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Conversation: Thank you for a successful CA Restaurant Month

Priority: Highest

Hi everyone! A couple of you have asked about the PR results from CA Restaurant Month, which are finally all in.

Our PR results were impressive for our Inaugural year:

- CTC secured 23 destinations to participate, more than double the goal. Only six of the destinations already had existing restaurant weeks, so CTC's program encouraged new product development that helps reinforce California's reputation as the most diverse and abundant wine and food brand.
- PR efforts resulted in more than 18 million impressions with a publicity value of nearly \$1.1 million, including two national segments on Canada A.M. and one on the Today Show.

Thank you for your support and hard work, for we know that you all contributed greatly to this success. To improve the program for next year, we will be sending you a survey shortly to get your input for next year.

Many thanks!



jeanne sullivan
media relations consultant
california travel & tourism commission

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12:40 p.m. PDT

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The Hilton's got all that jazz

The 11th annual Orange County Classic Jazz Festival features 118 musicians from around the world.



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By Mona Shadia, mona.shadia@latimes.com
August 5, 2010 10:10 p.m.

COSTA MESA — The Orange County Classic Jazz Festival began its 11th annual celebration Thursday at the Hilton Costa Mesa, bringing with it old tunes that have yet to get out of style.

This year's four-day festival will feature 118 jazz musicians, some who come from around the world like piano players Neville Dickie of London, and Louis Mazetler of Paris.

"It's great," Dickie said. "The audience you get here comes to hear the music. You get an audience that loves the music before you start playing. That's what they come to hear."

The festival was founded by three people who appreciate classic jazz: John Dieball, and Connie and Larry Baker.

Years ago, Dieball, already a jazz lover, enjoyed going to the L.A. Classic Jazz Festival. After the L.A. Classic Jazz ran out of money, Dieball decided to buy it.

"Basically what I bought was the mailing list," he said.

Dieball, who lives in Orange, then put the mailing list to work after getting a request from his friend, Dan Fitzgerald, who also happens to be Hilton Costa Mesa's director of sales and marketing, to put on the festival.

Fitzgerald wanted the festival to take place in August, Dieball said, because that's when business is down.

"We have a fabulous reputation," Dieball said. "We fill this hotel and the hotel across the street."

Dieball said the festival, which lasts until Sunday, brings in quite a bit of revenue to the city and its businesses.

The performances celebrate classic jazz from 1910 to 1950 and will feature swing, balboa and bebop dancers.

All the events take place at the Hilton, 3050 Bristol St.

Prices are: \$90 for all events; \$50 on Friday; \$55 on Saturday; and \$45 on Sunday.

For more information, call (888) 215-6222.



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HollySchwartz at 3:53 PM August 06, 2010

Here's a couple of blog posts about this great event that is sure to attract a number of jazz lovers to Costa Mesa: <http://wp.me/pZEAO-1u> & <http://wp.me/p4Ed8-xV>

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Weekend Getaways in Southern California

Forget business – Costa Mesa & Los Angeles focus on shopping, food and great entertainment

BY: Meaghan Clark | Tue Apr 5, 2011

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entertainment, there is no food court, you won't find much family entertainment and – gasp! – you might actually find something unique.

South Coast Plaza is a Mecca for fine dining and shopping – and central to most of Orange County. It's a far cry from Rodeo Drive, with its enclosed glass roof and fusion of luxury brands to discount retailers, but that doesn't mean Southern California residents don't flock to this 220-suite shopping experience daily. South Coast Plaza is a lot of things, but something it's not is cliché. You won't find atypical retailers in the Costa Mesa shopping haven, and that's exactly worth the risk.

In a city that commutes for breakfast, lunch and dinner, South Coast Plaza offers a sanctuary in travel and design. **ACCESS** is a shopping retreat, enveloping guests with concierge services, valet and a sports room built specifically for the under-enthused male; in an instant, patrons relax with a cocktail and forget that a few feet away, the center remains abuzz with shoppers.

Entertainment is a core feature in South Coast Plaza's design with the Segerstrom Center for the Arts, **South Coast Repertory**, and Renee and Henry Segerstrom Concert Hall all within walking distance of the shopping center.

As much as South Coast Plaza caters to the retail elite, the Anti-Mall appeals to the retail alternative. Though still attractive to the general public with chains like Urban Outfitters, the LAB and the CAMP show off SoBeCa (South on Bristol Entertainment Culture and Arts). Rather than focusing simply on food and stores, the SoBeCa district showcases great art and entertainment (the name rather gives it away) for the "hip" and "cool" crowd.

Of course, everyone can enter shops like Seed People's Market (a must have for funky knickknacks and vintage) or Arth, but it's sometimes better to put on a pair of skinny jeans first. What's even more attractive than the hipster crowd is the food – Habana is a classy, outdoor Cuban-inspired restaurant that attracts residents from all over SoCal, and the Gypsy Den is a coffee shop for both the student and the aspiring musician.

Shopping might be the central theme to Costa Mesa, but locals don't really mind – especially because it's such a short drive to Los Angeles or any other neighboring city in Orange County.

Say what you might about Los Angeles, but the city does have some qualities that make it one of the most culturally relevant and diverse cities in the globe. Everyone is going to have their opinion about where to head first, but Los Angeles wouldn't be what it is today without Hollywood.

The Roosevelt Hotel is no longer just a place for star spotting – you'll find brilliant restaurants and bars, poolside service and local folklore. Guests can relive haunting ghost tales up and down the colorful ceramic tile corridors – including one legend that Marilyn Monroe's ghost still shimmers in favored poolside cabana suite mirror. The recent addition, Library Bar, is a slim figure of the other two restaurants in the **Roosevelt Hotel**, but perfect for late night chats with old friends.

Skip on over to North Highland to throw yourself deep into a high-carb diet courtesy of Pizzeria Mozza. Forget whatever stereotypes come with a celebrity chef at the helm, this restaurant is one of the most highly recommended pizza places in the city, and not because Mario Batali is one of its owners. Straight from the mind of La Brea Bakery creator, Pizzeria Mozza is simple dining and one of the few places that diners can enjoy without a reservation. Find a great server at the bar, and he'll give you details on where to enjoy after dinner or next meal, even adding personal favorites for every menu item.

[The one must have actually isn't the pizza, it's the dessert – mouthwatering and totally unexpected, the butterscotch pudding isn't like what your mother makes – it's a lot better. Devour this thing with friends or alone - it's worth the trip, even just for dessert.]

Just a few miles apart but a world away, Costa Mesa might surprise most city dwellers with its attention to the artsy detail in both South Coast Plaza and the Center for the Arts. Head north and everything visitors have come to expect in California are at their fingertips, from celebrities to fine dining to define luxury travel.

Take our survey for a chance to win \$100 (<http://www.surveymonkey.com/s/SPJQFZC>)

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Shop, dine and center yourself in Costa Mesa

7:16 PM, Mar. 12, 2011 | Comments

Written by
Kathy Strong
Special to The Desert Sun

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Lifestyles
Travel

If you want a taste of metro life, just take the two-hour drive to Costa Mesa, leave the car parked and settle in at one of three distinctive hotels for a weekend of shopping, fine dining and theater culture. Get this blast of entertainment without getting behind the wheel — most activities are a short stroll or shuttle ride away from your overnight choice.

New name for a revered theater

In January, the Orange County Performing Arts Center ceased to exist. The good news is it is better than ever, only with a new name. The Segerstrom Center for the Arts now bears the name of the family that made it one of the most respected performing arts venues in the country. The new name comes in time for the center's 25th anniversary, which promises not to disappoint with coming events.

A one-of-a kind festival, JapanOC (www.philharmonicociety.org/JapanOC), has venues continuing through April throughout Orange County. But try to catch a special Philharmonic Society production at the Renee & Henry Segerstrom Concert Hall on March 24 featuring Jake

Shimabukuro and the Ukulele Orchestra of Great Britain. The hit show "Wicked" continues at Segerstrom Hall through April 3.

Get a passport to international shopping

It is hard to beat South Coast Plaza for one-stop shopping and dining — plus four performing arts venues that offer an extension of what is happening at the performing arts center.

With 250 boutiques and 30 restaurants, new stores and dining choices are always opening. In addition to sought-after fashion icons, the center hosts the four biggies: Bloomingdale's, Nordstrom, Saks and Macy's. Plan a special dinner or lunch during your shopping adventure at one of the plaza's newest bistros, such as the gourmet noodle AnQi Bistro or Seasons 52, with nothing on the fresh-from-the-fields menu over 475 calories.

Grab a South Coast Plaza "Passport" from your hotel before you arrive. Present your passport to savings at a number of merchants for discounts, and get access to Access, the new exclusive lounge reserved for passport holders. Take some down time in the spa-like Access, away from the shopping masses, to unwind, sip some complimentary wine, watch sports or check your e-mail at the business center.

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A Hotel With Theaters Next Door

are

by [Paul](#) on April 1, 2011 | [Add a Comment](#)



Podcast: [Play in new window](#) | [Download](#) (Duration: 25:00 — 22.9MB)

General manager Mike Hall, joins Paul to talk about the Westin South Coast Plaza in Costa Mesa, California. It was a hotel in orange groves and farms when it opened and today it is next to the Segerstrom Center for the Arts with a world class concert hall, theaters and shopping all within a short walk. Check out www.starwoodhotels.com.

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Restaurant Month

January 2011

Bargains

Costa Mesa's Restaurant Month Website: How All Restaurant Week Websites Should Work

By Edwin Goei, Thu., Jan. 6 2011 @ 5:05PM

Categories: Bargains

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Restaurant week? Puh-lease! Try a restaurant month. As you might have already heard (and perhaps have already eaten) Costa Mesa's top-end eateries, which also constitute some of OC's best top-end restaurants, are participating in a month-long discount special as part of something called "California Restaurant Month."

The deals vary from restaurant to restaurant. It could just be a percentage off your meal or a prix-fixe lunch or dinner. The only thing one's required to do is to mention to your server that you want the "2011 Dine At Costa Mesa promotion." That is, once you figure out where you want to go.

That's where Costa Mesa's Restaurant Month website comes in—one that schools all the others. Finally, someone has figured out that communicating what the deals are is just as important as the deals themselves. And integral to this is organizing it in a clean, simple, non-annoying way.

Just take a look at the site they've set up. Why hasn't everyone who organizes this type of thing done it this way? All the restaurants are listed on one single page, with all the vital information encapsulated in clear text. There's no unnecessary logos, verbiage or graphics.

The offer for each restaurant is highlighted simply and catches the eye, and if you want to know what menu items are included on a prix fixe, you click on a link, and it expands into the same page. This is important! It does not send you off to another page. It's intuitive and perfect.

I would tell you what restaurants are participating, but why should I bother when the site does it so well.

I only wish that others follow this template, such as the upcoming Newport Beach Restaurant Week, being held Jan. 21 to 27.

Good job, Dine At Costa Mesa. Now, to eat.

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Published: Jan. 3, 2011

Updated: Jan. 4, 2011 6:25 a.m.

Costa Mesa eateries offering dining deals

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ARTICLE

Several restaurants in Costa Mesa are ringing in the new year with prix fixe menu entrees or discounted prices, offering patrons a taste of what their menus have to offer throughout the month of January.

The Costa Mesa Conference and Visitor Bureau is putting on the "2011 Dine At Costa Mesa" promotion, which includes 16 restaurants and is in conjunction with the California Travel & Tourism Commission.



Sushi-Grade Sesame Seared Tuna with Gingered Rice is a huge lunch entree. The seared tuna steak is flavored with sesame and ginger. Cost: \$27.

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will you be checking out? Will you go to help out your post-holiday budget?

The restaurants that will be participating include 118 Degrees, AnQi by Crustacean, Antonello Ristorante, The Capital Grille Costa Mesa South Coast Plaza, Charlie Palmer at Bloomingdale's South Coast Plaza, Hemingway's Costa Mesa Marriott, Lawry's Carvery, Le Chateau Garden Bistro at the Ayres Hotel & Suites, Leatherby's Café Rouge, Mastro's Steakhouse, Mesa, Nello Cucina, Old Vine Café, Wine & Specialty Foods, Pinot Provence at The Westin South Coast Plaza, Savoy at The Hotel Hanford, and TerraNova at the Wyndham Orange County. (Check out The Register's [Restaurant and Dining Guide](#) for more info on these restaurants)

"This January, we'd like to introduce many of Costa Mesa's best restaurants to Orange County residents who may want to try their inspired cuisine and friendly service," said Paulette Lombardi-Fries, president of the Costa Mesa Conference & Visitor Bureau.

Examples of the promotion include a four course menu at [The Capital Grille](#) at South Coast Plaza for \$70, which not including tax or gratuity.

The menu features an appetizer of lobster and crab cakes, a salad, the choice of entree of the 8 oz. filet mignon, bone-in Kona crusted dry aged sirloin with shallot butter, roasted Shelton Farms chicken breast or the cedar planked salmon with tomato fennel relish. The menu also includes a choice of accompaniment as well as a dessert.

Prices and menu items are subject to change without notice. The promotion does not include alcoholic beverages, sales tax or gratuities. For more information about menus, call participating restaurant for details.

For more information, visit www.travelcostamesa.com/dineatcostamesa/ or call (714) 786-8585.

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DINING NEWS

Costa Mesa promotes its culinary offerings

The city's Conference & Visitor Bureau has launched a month-long offering that highlights 16 eateries.

By Lauren Giudice
November, 2010

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The **Costa Mesa Conference & Visitor Bureau** has launched a new program aimed at showcasing the city's culinary offerings. The 2011 Dine at Costa Mesa promotion highlights 16 restaurants that are featuring prix-fixe menu entrées or discounted prices throughout January.



"This January, we'd like to introduce many of Costa Mesa's best restaurants to Orange County residents who may want to try their inspired cuisine and friendly service," said Paulette Lombardi-Fries, president of the agency.

Participating eateries include: 118 Degrees; AnQi by Crustacean; Antonello Ristorante; The Capital Grille Costa Mesa South Coast Plaza; Charlie Palmer at Bloomingdale's South Coast Plaza; Hemingway's Costa Mesa Marriott; Lawry's Carvery; Le Chateau Garden Bistro at the Ayres Hotel & Suites; Leatherby's Café Rouge; Mastro's Steakhouse; Mesa; Nello Cucina; Old Vine Café; Wine & Specialty Foods; Pinot Provence at The Westin South Coast Plaza; Savoy at The Hotel Hanford; and TerraNova at the Wyndham Orange County.

The dining promotion is being offered in conjunction with the California Travel & Tourism Commission. Interested diners should contact restaurants for details and should ask their servers for the 2011 Dine at Costa Mesa Promotion.

For more information, visit travelcostamesa.com/dineatcostamesa/ or call 714.786.8585.

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Restaurant news, culture and trends - by Nancy Luna

Costa Mesa restaurants offering dining deals

January 4th, 2011, 4:31 am · 7 Comments · posted by Stefani Peterson, The Orange County Register

9

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Lawry's Carvery is one of the participating restaurants

Several restaurants in Costa Mesa are ringing in the new year with prix fixe meals or discounted prices, offering patrons a taste of what their menus have to offer throughout the month of January.

The Costa Mesa Conference and Visitor Bureau is putting on the "2011 Dine At Costa Mesa" promotion, which includes 16 restaurants and is in conjunction with the California Travel & Tourism Commission.

The participating restaurants include 118 Degrees, AnQi by Crustacean, Antonello Ristorante, The Capital Grille Costa Mesa South Coast Plaza, Charlie Palmer at Bloomingdale's South Coast Plaza, Hemingway's Costa Mesa Marriott, Lawry's Carvery, Le Chateau Garden Bistro at the Ayres Hotel & Suites, Leatherby's Café Rouge, Mastro's Steakhouse, Mesa, Nello Cucina, Old Vine Café, Wine & Specialty Foods, Pinot Provence at The Westin South Coast Plaza, Savoy at The Hotel Hanford, and TerraNova at the Wyndham Orange County. (Check out The Register's [Restaurant and Dining Guide](#) for more info on these restaurants)

"This January, we'd like to introduce many of Costa Mesa's best restaurants to Orange County residents who may want to try their inspired cuisine and friendly service," said Paulette Lombardi-Fries, president of the Costa Mesa Conference & Visitor Bureau.

Examples of the promotion include a four course menu at [The Capital Grille](#) at South Coast Plaza for \$70, which does not include tax or gratuity.

The menu features an appetizer of lobster and crab cakes, a salad, the choice of entree of the 8 oz. filet mignon, bone-in Kona crusted dry aged sirloin with shallot butter, roasted Shelton Farms chicken breast or the cedar planked salmon with tomato fennel relish. The menu also includes a choice of accompaniment as well as a dessert.

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365 Things To Do In Costa Mesa

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365 Things To Do In Costa Mesa – Restaurant Month – Day 191

Posted on [January 21, 2011](#) by [hollyschwartzoc](#)

There's hundreds of options to eat at here in Costa Mesa and to kick off 2011 some restaurants are offering special options. Perhaps if you like what they dish up for you now you'll continue to visit throughout the year. Thanks to the Costa Mesa Conference and Visitor Bureau **2011 Dine At Costa Mesa** is here!

The Participating Restaurants

118 Degrees

AnQi by Crustacean

Antonello Ristorante

The Capital Grille Costa Mesa South Coast Plaza

Charlie Palmer at Bloomingdale's South Coast Plaza

Hemingway's Costa Mesa Marriott

Lawry's Carvery

Le Chateau Garden Bistro at the Ayres Hotel & Suites

Leatherby's Café Rouge

Mastro's Steakhouse

Mesa

Nello Cucina

Old Vine Café

Wine & Specialty Foods

Pinot Provence at The Westin South Coast Plaza

Savoy at The Hotel Hanford

TerraNova at the Wyndham Orange County

Which of these restaurants will you be checking out before the month of January comes to an end and all these special deals fade away?

More Info:

<http://www.travelcostamesa.com/dineatcostamesa/>

Please feel free to suggest ideas and events for the blog to Holly at hollyschwartzoc@gmail.com and make sure to join the [365 Things To Do In Costa Mesa Facebook page](#) and follow holly on Twitter for additional updates (@hollyschwartzoc).



About hollyschwartzoc

Real estate enthusiast who formerly produced TV shows for HGTV like House Hunters, House Hunters International, and My House is Worth What? Currently provides social media services for Orange County real estate company Torelli Realty and provides home staging and design consultations for clients.

[View all posts by hollyschwartzoc →](#)

This entry was posted in [365 Things To Do In Costa Mesa](#) and tagged [restaurants](#). Bookmark the [permalink](#).

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California Restaurant Month Debuts in January 2011

More than 20 destinations across California celebrate the first-ever event of its kind

By Naz Papen

November 30, 2010



California Restaurant Month will highlight the eclectic tastes of California cuisine. // © 2010 Cooking Light

The Details

California Travel and Tourism Commission

www.visitcalifornia.com/restaurantmonth

The California Travel and Tourism Commission (CTTC) recently announced the inaugural debut of California Restaurant Month in January 2011. This new promotion will feature more than 20 eateries across California that have created special week- or month-long promotions with either gourmet prix-fixe menus, wine pairings and/or chef talks.

"California Restaurant Month is a great opportunity for foodies – and those who aspire to be – to experience the best of California's abundant and diverse wine and food product," said Caroline Beteta, CTTC president and CEO. "Visitors can save up to 25 percent on meals at some of the best restaurants in more than 20 destinations across the state, from mountain and coastal regions to urban and wine country hotspots. With these deals, there's never been a better time for an extended culinary getaway to California."

So far, the following destinations have agreed to participate in California Restaurant Month: Costa Mesa; El Dorado County; Fresno; Irvine; Los Angeles; Madera County; Marin County; Monterey County; Napa Valley; Newport Beach; Oakland; Oxnard; Sacramento; San Diego; San Francisco; San Luis Obispo; San Mateo County; Santa Barbara; Santa Ynez Valley; Shasta-Cascade; Temecula Valley; Tri-Valley; and Yountville.

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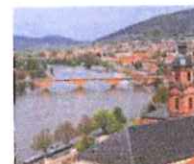
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California's First Restaurant Month Takes Place January 2011

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The [California Travel & Tourism Commission \(CTTC\)](http://www.visitcalifornia.com) (<http://www.visitcalifornia.com>) has announced the state's first [Restaurant Month](http://www.visitcalifornia.com/restaurantmonth) (<http://www.visitcalifornia.com/restaurantmonth>).

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Last year, travelers in California spent \$21.3 billion on food and beverages, more than any other spending segment, constituting 26 percent of all visitor spending.

"One of the reasons California attracts these consumers is that here they have a personal connection to the food they enjoy," Beteta said. "California produces more than 400 agricultural crops, attracting some of the greatest chefs who enjoy creating with the freshest ingredients - which whets visitors' appetites for more."

The following destinations are participating in California Restaurant Month: Costa Mesa, El Dorado County, Fresno, Irvine, Los Angeles, Madera County, Marin County, Monterey County, Napa Valley, Newport Beach, Oakland, Oxnard, Sacramento, San Diego, San Francisco, San Luis Obispo, San Mateo County, Santa Barbara, Santa Ynez Valley, Shasta-Cascade, Temecula Valley, Tri-Valley and Yountville.

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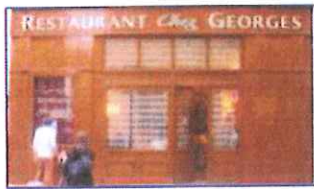
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[Culinary Travel](#), [Los Angeles](#), [San Diego](#), [San Francisco](#), [Santa Barbara](#) — By [Susan McKee](#) on December 27, 2010 at 11:35 am
Filed under: [California](#), [food events](#), [Restaurants & Bars](#)

January is California Restaurant Month



Culinary travelers headed to California next month are in luck. January is the Golden State's Restaurant Month.

Take, for example, [DineLA Restaurant Week](#). Actually two six-day weeks, this is a great opportunity to check out a new restaurant in

Los Angeles ([map](#)) while dining on a specially priced three-course meal. Dates are January 23 through 28, 2011, and January 30 through February 4, 2011. (Note that that Saturdays are specifically excluded from these Restaurant Weeks.)

Lunches will be priced at \$16, \$22 or \$28, and dinners at \$26, \$34 or \$44 (plus tax and tip — beverages are extra, too). Should you make a reservation? You betcha! Due to the popularity of the event, organizers note, there's no guarantee that walk-in guests can be accommodated. You can make reservations [online](#) or contact the restaurant directly. Need a place to stay? Check out hotel packages for that week [here](#).

LA not on your agenda? More than 20 destinations across California are hosting restaurant week events. Other participating towns in southern California are San Diego ([map](#)), Newport Beach, Costa Mesa, Irvine and Temecula Valley — but there are more.

Sacramento's [Restaurant Week](#) ([map](#)) is early: set for January 7-16, 2011. In San Francisco ([map](#)), the [Dine About Town](#) is January 15-31, 2011. On offer at close to 100 restaurants, you'll find a two-course lunch for \$17.95 or three-course dinner for \$34.95. Across the bay, Oakland's [Restaurant Week](#) ([map](#)) is January 23-29, 2011.

In Santa Barbara ([map](#)), the restaurant week coincides with a movie festival, resulting in [Film Feast](#), to be held January 27 through February 6, 2011. In Monterrey ([map](#)), they're taking [Restaurant Month](#) quite literally. Participating restaurants will offer \$20.11 specials throughout January.

WHAT: California Restaurant Month

WHEN: January 2011

WHERE: Cities and towns throughout the state

(Photo courtesy of [VisitCalifornia.com](#))

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California Restaurant Month

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COSTA MESA, OXNARD, SAN DIEGO: We're of the theory that one day soon it will always be Restaurant Week somewhere within driving distance of Southern California, or within parts of Southern California. It is getting to be that way, but we are in no way bellyaching; finding prix fixe deals

and enticements to sample new spots is good for the customer and the business. And look at this: It turns out that January 2011 is Restaurant Month across the Golden State.

COULD YOU EAT EVERYWHERE? Maybe not. But you can certainly map out a few places to try, regardless of where you'll find yourself, and when you'll find yourself there. The California Travel and Tourism Commission has the selections broken down by county and/or city. Helpful. Dream away, Golden-State-supper-finders.

BY ALYSIA GRAY PAINTER // MONDAY, JAN 10, 2011 AT 08:29 PST | PRINT

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ALYSIA GRAY PAINTER

Alysia Gray Painter has blogged for NBCLA.com since October 2008, covering Los Angeles go-outs, restaurants, museums, hotels, as well as nearby Worth the Drive destinations. She served as the West Coast Managing Editor for AOL CityGuide, as well as the Los Angeles editor; she has also written for Bark magazine, McSweeney's, Modern Humorist, and PBS programs and publications.



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California Travel & Tourism Commission Announces First-Ever California Restaurant Month January 2011

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SOURCE California Travel & Tourism Commission

More Than 20 Destinations Offering Dining Deals to Inspire Culinary Getaways

SACRAMENTO, Calif., Nov. 18, 2010 /PRNewswire/ -- The California Travel & Tourism Commission (CTTC) has a New Year's resolution everyone can stick to this January - eat, drink and be merry with healthy and delicious cuisine during California Restaurant Month.

More than 20 destinations across California have created special restaurant week or month-long promotions, featuring incredible offerings such as gourmet prix fixe menus, wine pairings and chef talks throughout California Restaurant Month, a new promotion created by California Tourism.

"California Restaurant Month is a great opportunity for foodies – and those who aspire to be – to experience the best of California's abundant and diverse wine and food product," said Caroline Beteta, CTTC president & CEO. "Visitors can save up to 25 percent on meals at some of the best restaurants in more than 20 destinations across the state, from mountain and coastal regions to urban and wine country hotspots. With these deals, there's never been a better time for an extended culinary getaway to California."

California is the leading destination for culinary travel in the U.S., attracting wine and food-oriented consumers who tend to be more educated and affluent, and want to stay longer to experience other activities like national parks, spas and arts and culture – making them a high-value consumer. California Restaurant Month is a great opportunity for these travelers to combine their passion for wine and food with other experiences – such as skiing, surfing, hiking or festivals – in various regions in just one trip.

Last year, travelers in California spent \$21.3 billion on food and beverages, more than any other spending segment, constituting 26 percent of all visitor spending (Source: Dean Runyan Associates).

"One of the reasons California attracts these consumers is that here they have a personal connection to the food they enjoy," Beteta said. "California produces more than 400 agricultural crops, attracting some of the greatest chefs who enjoy creating with the freshest ingredients – which whets visitors' appetites for more. Enjoying the California healthy, locovore lifestyle this January is a New Year's resolution we can all stick to!"

The following destinations are participating in California Restaurant Month: Costa Mesa, El Dorado County, Fresno, Irvine, Los Angeles, Madera County, Marin County, Monterey County, Napa Valley, Newport Beach, Oakland, Oxnard, Sacramento, San Diego, San Francisco, San Luis Obispo, San Mateo County, Santa Barbara, Santa Ynez Valley, Shasta-Cascade, Temecula Valley, Tri-Valley and Yountville. For more information on dining promotions in these areas, visit www.visitcalifornia.com/restaurantmonth.

About CTTC: CTTC is a non-profit organization with a mission to develop and maintain marketing programs – in partnership with the state's travel industry – that keep California top-of-mind as a premier travel destination. According to CTTC, travel and tourism expenditures total \$87.7 billion annually in California, support jobs for 881,000 Californians and generate \$5.3 billion in state and local tax revenues. For more information about CTTC and for a free *California Visitor's Guide*, go to www.VisitCalifornia.com.

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"One of the reasons California attracts these consumers is that here they have a personal connection to the food they enjoy," Beteta said. "California produces more than 400 agricultural crops, attracting some of the greatest chefs who enjoy creating with the freshest ingredients – which whets visitors' appetites for more. Enjoying the California healthy, locovore lifestyle this January is a New Year's resolution we can all stick to!"

The following destinations are participating in California Restaurant Month: Costa Mesa, El Dorado County, Fresno, Irvine, Los Angeles, Madera County, Marin County, Monterey County, Napa Valley, Newport Beach, Oakland, Oxnard, Sacramento, San Diego, San Francisco, San Luis Obispo, San Mateo County, Santa Barbara, Santa Ynez Valley, Shasta-Cascade, Temecula Valley, Tri-Valley and Yountville. For more information on dining promotions in these areas, visit www.visitcalifornia.com/restaurantmonth.

About CTTC: CTTC is a non-profit organization with a mission to develop and maintain marketing programs – in partnership with the state's travel industry – that keep California top-of-mind as a premier travel destination. According to CTTC, travel and tourism expenditures total \$87.7 billion annually in California, support jobs for 881,000 Californians and generate \$5.3 billion in state and local tax revenues. For more information about CTTC and for a free *California Visitor's Guide*, go to www.VisitCalifornia.com.

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AUTO MOTION

Car news, reviews and features by Matt Degen

Barrett-Jackson Orange County confirmed for 2011
October 7th, 2010, 11:31 am · Post a Comment · posted by Matt Degen

0 Recommend Share



The Barrett-Jackson collector car auction has officially confirmed that it will be back in Orange County next year after its inaugural launch in Costa Mesa this past summer. The auction will return to the OC Fair & Event Center June 24-26, according to a news release from Costa Mesa's visitors bureau.

This past summer's three-day event drew an estimated 58,000 visitors and sold 395 cars for a total of more than \$15 million, [according to the release](#).

Barrett-Jackson officials added that more than \$1 million was raised for charity from the event.

"We are delighted to welcome Barrett-Jackson back to Orange County," Shaun Robinson, chairman of the Costa Mesa Conference & Visitor Bureau and general manager of the Hilton Orange County/Costa Mesa, said in the release.

"We are confident that the second year of the auction will be even more successful than the first."

Robinson said the auction could inject \$25 million annually in local tourism dollars. "As we expected, Southern California supported our first Orange County auction with amazing attendance," said Craig Jackson, chairman/CEO of Barrett-Jackson.

Orange County marked the fourth locale for [Barrett-Jackson](#), a decades-old auction company based Scottsdale, Ariz. The company also holds annual auctions there and in Palm Beach, Fla., and Las Vegas.

The auctions sell autos ranging in price from a few thousand to a few hundred thousand dollars.

[See our coverage from this year's event:](#)

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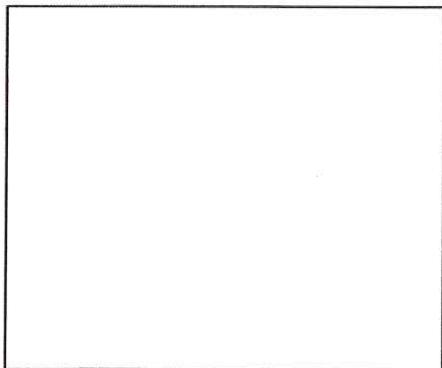
- ▶ Barrett-Jackson rolls in to Orange County
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Photo: Matt Degen, The Orange County Register

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Car news, reviews and features by Matt Degen

Barrett-Jackson rolls into Orange County
June 24th, 2010, 1:39 pm · 5 Comments · posted by Matt Degen

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As of Friday, Orange County's place in automotive culture will get another huge boost with the first local Barrett-Jackson event taking place at the O.C. Fair and Event Center in Costa Mesa.

If you're not familiar with [Barrett-Jackson](#), think of it as a car auction on steroids, one that features everything from scooters to rolling masterpieces worth hundreds of thousands of dollars. In all, more than 400 vehicles are set for sale this weekend at the three-day event.

Barrett-Jackson, which dubs itself as holding "The world's greatest collector car auctions," hosts annual events in Scottsdale, Ariz., where the company is based, and others in Las Vegas and Palm Beach, Fla. The company started as "a simple meeting between two car buffs" — Russ Jackson and Tom Barrett — and held its first show in 1967.

Four decades later, it is one of the premier auction companies, holding what many consider the "World Series" of the automotive world. And its events are filled with more than just fast-talking auctioneers and even faster hand-raising buyers.

Along with the ever-energetic bidding, Barrett-Jackson events feature vendors galore, sponsor displays and demos, and a place where automotive enthusiasts can gather to admire and envy. Much of the events are televised live nationwide.

"It's less auction, more spectacle," said Erik Arneson, vice president of media relations at the SPEED Channel, which has been televising the events since 1997. "It has been over-the-top entertainment for us, for the tribe of gearheads and auto maniacs." Arneson, whose channel will be broadcasting the O.C. event live all three days through Sunday, said the events hold such appeal because "there is the phenomenon of watching cars you may have had over the years, plus the game-show aspect of it of biddings."

And even in the midst of celebrities appearing as guest hosts, at Barrett-Jackson, Arneson says "the cars are the stars."

In preparation for the event, Barrett-Jackson officials reached out to local gearheads to take part in a pre-auction road rally that cruised from South Coast Plaza to the O.C.

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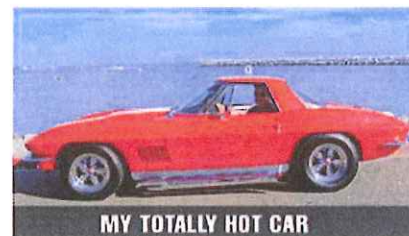
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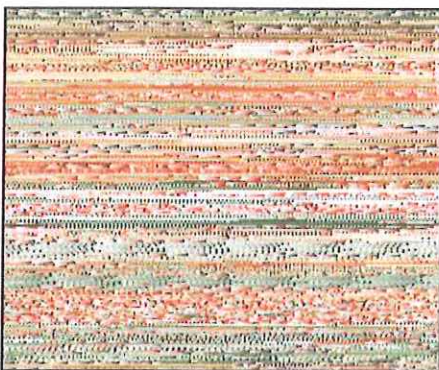
Click [HERE](#) for more details on the Barrett-Jackson Orange County event, including full event schedule.

Stay tuned to Auto Motion in the coming days for more coverage of the auction.

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5 Comments



otis says:

June 24, 2010 at 4:45 pm

oh boy, more hawaiian shirt wearing old white guys paying exaggerated prices on "flipped" cars.

blablabla sold!



R. Werder says:

June 26, 2010 at 2:45 pm

Oh boy otis, what are you buying/ & smiles r werder



DWP says:

June 24, 2010 at 4:56 pm

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R. Werder says:

June 26, 2010 at 2:39 pm

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Car lovers rally for Barrett-Jackson

June 22, 2010 | By MATT DEGEN

About 100 cars and their enthusiastic owners turned out in Costa Mesa for a road rally ahead of the Barrett-Jackson auction that is making its debut in Orange County this weekend.

The crowd gathered Saturday at South Coast Plaza and then drove a short route to the OC Fair & Event Center down the street, led by a police escort. Barrett-Jackson officials had reached out earlier to Orange County-based car clubs and auto enthusiasts, offering them a chance to take part in the rally and hang out with fellow car lovers in an informal atmosphere.

The event helped stoke the flames for the Barrett-Jackson, a premiere collector-car auction that will take place at the fairgrounds Friday through Sunday.

Once at the fairgrounds, participants heard live music, munched on some vendor food, and got a gift bag courtesy of the Mothers car-care products.

In addition to the auction, this weekend's event will feature demonstrations, vendors and more for automotive enthusiasts. It will also be televised live on the SPEED Channel.

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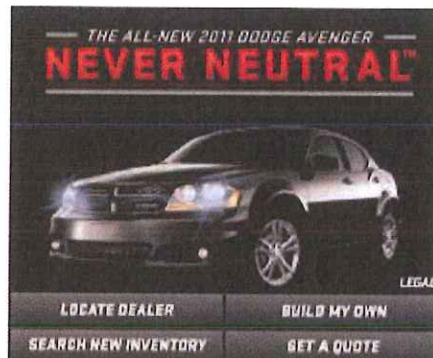
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Matt Degen, The Orange County Register

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The Barrett-Jackson Orange County auction will take place starting at 8 a.m. each day at the fairgrounds, 88 Fair Drive, Costa Mesa. General admission tickets is \$13 Friday and Sunday, and \$18 Saturday. A three-day pass is \$35.

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Local Auto Auction Debut: \$15 Million, 58,000 on Hand

May Auto Sales Rise for Fourth Straight Month; Wonderland Opens at Grove, Pitches Show



Costa Mesa auto auction: nearly 400 cars sold

By [Sherri Cruz](#)

Sunday, July 11, 2010



MARKETPLACE
Sherri Cruz

Scottsdale-based Barrett-Jackson Auction Co.'s recent inaugural collectible auto auction at the OC Fair & Event Center in Costa Mesa saw \$15 million in sales and drew about 58,000 people, according to Chief Executive Craig Jackson.

He said he was targeting \$10 million to \$15 million in sales for the debut Orange County show. The company's original Scottsdale show sees about \$70 million in sales annually.

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Barrett-Jackson also holds auctions in Las Vegas and Palm Beach, Fla.

Nearly 400 cars were sold in Costa Mesa.

The top three sellers were 1970 muscle cars: a Chevrolet Chevelle SS 454 convertible, which went for \$253,000; a Chevrolet Chevelle SS custom coupe, which sold for \$250,000; and a Plymouth Road Runner custom two-door hardtop for \$187,000.

TV personality Jesse James saw his 1936 Ford custom five-window coupe sell for \$165,000.

Nearly 60% of the bidders in Costa Mesa were first timers, according to Jackson.

The auction sold everything from Volkswagen Karmann Ghias and Beetles to Mercedes-Benz Maybachs and Ford Packards. There were a lot of Ford Cobras, one of Jackson's favorites, he said.

Jackson has about 30 cars in his personal collection. He has a red and black 427 Cobra.

"I drive it all the time when the weather permits," he said.

Leading up to the event, Connell Chevrolet in Costa Mesa hosted 164 cars at a Cruise-in car show.

Sprawled across the fairground were tents housing rows of cars to be auctioned or that already had been sold. It was a fair-like atmosphere for car lovers. There were ride and drives and drifting competitions, fair food stands and vendors selling car art, antiques, jewelry and other wares.

The event raised \$1 million for various charities including the Juvenile Diabetes Research Foundation, the Russ & Brian Jackson Cancer Research Fund and the Armed Forces Foundation.

Auto Sales

Sales at OC auto dealers rose for the fourth straight month in May.

Sales were up nearly 30% from a year earlier to 8,511 autos, according to the Newport Beach-based Orange County Automobile Dealers Association.

The figure is based on registrations with the state, a barometer of sales.

The gain is one of the biggest single month advances since the economic recovery began.

Auto dealers could see increases for the next few months as they move into summer.

Nearly all auto brands saw higher sales in May. Still, sales for the month were about half of the 14,622 autos that dealers sold in May of 2007, when the market was much stronger.

South Korean automakers Hyundai and Kia, which have their U.S. bases in OC, did well in the downturn and continue to boost sales as the economy improves.

Hyundai was up 44% to 382 autos sold in May. Kia was up 1% to 148 autos.

Luxury car sales improved for the top three brands in OC.

Mercedes-Benz was up 25% to 617 autos for May. Lexus was up 5% to 408 autos. BMW was up 23% to 381 autos.

Jaguar and Porsche, which sell fewer cars here, had a tough May. Porsche was down 12% to 50 cars. Jaguar sales were down 70% to 12 autos.

Toyota continues its upward climb after a series of recalls. The Japanese automaker was up 41% to 1,760 autos sold in May.

Key rival Honda also was up. Honda boosted sales 32% to 1,283 autos.

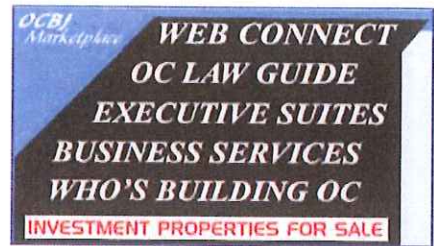
Wonderland at the Grove

Newport Beach's Wonderland Bakery is opening another shop at The Grove in Los Angeles in October.

The store, called Wonderland Bakery and The Enchanted Party Garden, is set to be big enough to host tea and cookie decorating parties.

Wonderland Bakery also is shopping a reality cooking TV show about the hectic bakery and its owners, mother and daughter team Sondra Ames and Allyson Ames.

Sondra Ames handles the business aspects of the bakery and Allyson Ames is the chef. Now in her 20s, Allyson Ames has been baking since she was a kid.



The Ames's have hired William Morris Agency to shop their TV venture to networks. The show would be filmed at the Newport Beach and Grove bakeries.

The bakery was recently busy making birthday goodies for the son of King Abdullah of Saudi Arabia.

Wonderland also made cookies for baseball's All-Star Game this week at Angel Stadium of Anaheim. The cookies feature the game's logo on them.

Store Openings

Brazilian flip-flop maker Havaianas opened its first store in Huntington Beach at the Pierside Pavilion.

The 1,250-square-foot store also sells flip-flop-themed items, including a chandelier made of tiny sandals and flip-flop-shaped furniture. Havaianas is part of Brazil's São Paulo Alpargatas SA ... A Splendid boutique is opening at Fashion Island in September. Splendid sells extra soft T-shirts. The 2,200-square-foot store sells shirts for men, women, kids and babies. Splendid's flagship store is on Robertson Boulevard in Los Angeles. Splendid is part of North Carolina's VF Corp., which also owns Cypress-based Vans, among others.

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Auto Auction Boosts Fair Site, Then Some

EVENTS: Upgrades drew auction; big events seen as key for fair site



Classic car set for auction: event expected to attract 60,000 people

By [Sherri Cruz](#)

Sunday, June 20, 2010

An auto auction this weekend in Costa Mesa is expected to draw some 60,000 auto enthusiasts and others to the OC Fair & Event Center—and area hotels, shops and restaurants.

Scottsdale-based Barrett-Jackson Auction Co. is holding its first Orange County auction of collectable autos Friday through Sunday.

Barrett-Jackson is known for big auto auctions in Arizona, Las Vegas and South Florida. The Costa Mesa show is set to be an annual event, and likely a boon for the area.

"We're going to easily sell out," said Shaun Robinson, general manager of the Hilton Orange County/Costa Mesa, which has 486 rooms.

All 10 of Costa Mesa's hotels should be booked, said Robinson, who also heads up the Costa Mesa Conference & Visitor Bureau.

Newport Beach hotels also should do well, he said. Costa Mesa and Newport Beach's tourism

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agencies are promoting the auction.

"This is the type of stuff we need," Robinson said. "It's a different, creative reason for people to come."

The OC Fair & Event Center landed Barrett-Jackson nearly a year ago after spending \$16 million to upgrade the fairgrounds.

The auction is set to be the largest event at the fairgrounds besides the OC Fair, said Steven Beazley, chief executive of the OC Fair & Event Center.

Barrett-Jackson is taking the entire 150-acre site for the auction.

The auction is "a lifestyle festival for the automotive enthusiast," said Craig Jackson, chief executive of Barrett-Jackson, cofounded by Jackson's late father in 1971.

"It's sort of a three-ring circus, but it's a lifestyle three-ring circus with cars at the center," he said.

The event includes hundreds of sellers of auto accessories, jewelry, art, clothing and food.

The buyers and sellers are part of the entertainment, according to Jackson.

"They're a fun-hearted group of people, usually self-made, type-A personalities," he said. "The sport here is spending money."

Fairgrounds officials hope the auction will lead to more big events.

"Once we show proficiency managing this, events will be contacting us," Beazley said.

The event comes at a time of transition for the fairgrounds, which is owned by the state and is being sold amid Sacramento's budget woes.

The site is in the process of being sold for \$96 million to the city of Costa Mesa and Costa Mesa-based Facilities Management West Inc., which hopes to boost the number of events at the fairgrounds.

More Profitable

Big events are more profitable and hold the potential to double the site's \$28 million in annual revenue, according to Beazley.

"There's major unmet capacity for these grounds," he said.

The annual OC Fair—the ninth largest in the nation—accounts for \$17 million of the OC Fair & Event Center's annual revenue and about half of its \$2.5 million in yearly net profit.

The fairgrounds recently finished putting up a 31,000-square-foot centerpiece building dubbed "the hangar."

The auction is set to take place in the hangar, which has been extended with a tent. After the Barrett-Jackson show, the hangar will host fair concerts and be leased for events.

The building was crucial to landing the auction company.

Barrett-Jackson liked the site's proximity to John Wayne Airport, according to Beazley. The auction draws visitors from across the country with some flying in on their own planes.

Jackson said he scouted the fairgrounds about six years ago.

He said he has a lot of customers—wealthy auto collectors—in OC.

"It's a nice area," he said. "I love it there. I've had a boat there for years."

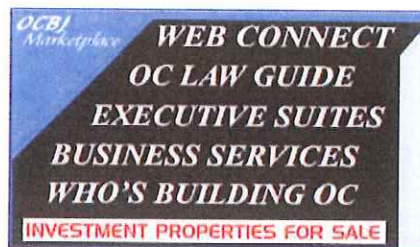
Jackson also has a home in Laguna Beach, where he'll spend the summer.

But the fairgrounds needed a lot of work, according to Jackson.

The site needed an auction building, newer bathrooms and better telecommunications.

Barrett-Jackson also needed the entire fairgrounds, which meant carving out a week for the auction and changing the contract for the weekend Orange County Market Place swap meet.

Related events are scheduled up to the weekend auction, including a road rally that starts at South Coast Plaza, a "cruise-in" at Connell Chevrolet in Costa Mesa, a charity gala and an opening night party with fashion shows put on by Fashion Island and South Coast Plaza.



Ford Motor Co. and General Motors Corp. are among the sponsors.

The auction is set to broadcast live on the Speed Channel, a network for auto buffs.

Some 400 classic cars, muscle cars and exotics—rare or unusual autos—are set to be auctioned.

TV personality Jesse James plans to sell one of his hot rods, a 1936 Ford custom five-window coupe.

Barrett-Jackson's flagship Scottsdale auction sold 1,200 autos this year. The Arizona auction sees about \$70 million in sales.

Sales

For the first OC show, Jackson said he'd be happy with \$10 million in sales.

"If we hit \$15 million I'd be ecstatic," he said.

Barrett-Jackson runs a "no reserve" auction, meaning autos are sold to the highest bidder. Owners aren't allowed to bid to try and push up prices.

Sellers and buyers are screened, which reduces problems later, Jackson said.

"If you think your car is worth \$200,000 and we think it's worth \$100,000, we won't take it," he said.

Barrett-Jackson makes sure buyers have the money to pay for the vehicles they bid on, Jackson said.

The company gets commissions from buyers and sellers. It also makes money from entry fees and sponsorships.

Barrett-Jackson also runs a number of other businesses, such as merchandise and insurance sales.

The OC Fair & Event Center is set to make \$1 off each ticket sale, which is incentive for the fairgrounds to market the event, Beazley said.

The fairgrounds also shares in food and drink sales, he said.

Jackson said he estimates the Scottsdale show adds \$96 million to the economy there in lodging, food and beverage sales and shopping.

The Hilton's Robinson has seen the auction's impact first hand.

Until 2004, Robinson was general manager for the Hilton Scottsdale Resort and Villas hotel and was on the tourism board there.

"People take their vacation every year around the show," Robinson said. "I saw what a piece of business it was for the community."

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